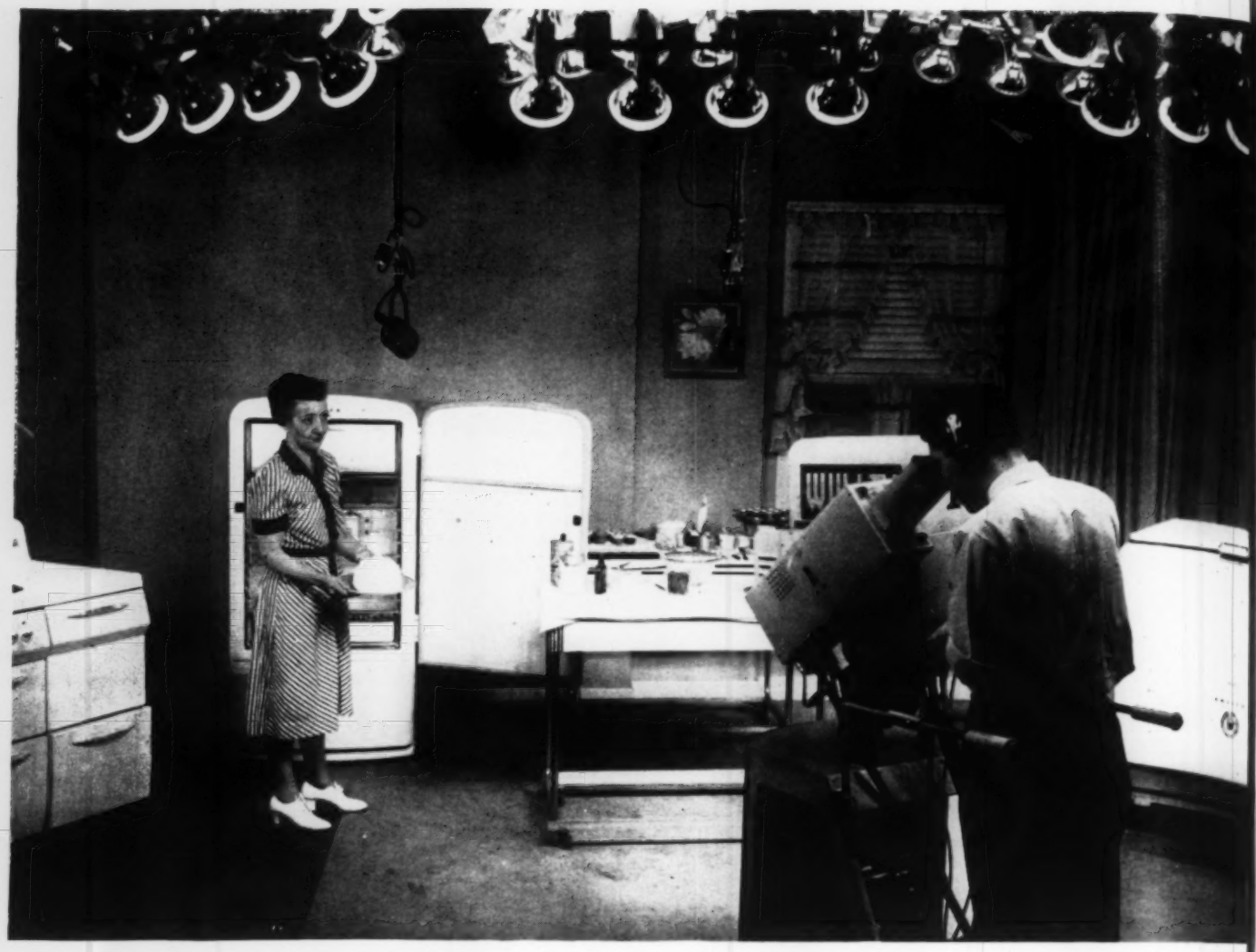


WOOING THE WOMEN . . .

WWJ-TV, Detroit's first and only television station, is busy these days wooing and winning the women's audience. Pictured above is Jean McBride, Home Institute Director of The Detroit News, in her popular, Philco-sponsored household economics program. Other current, diversified WWJ-TV shows aimed specifically at women include a fashion program sponsored by the J. L. Hudson Company, Detroit's largest department store; the John Powers Charm School, featuring hints on etiquette, make-up, etc.; and the WWJ-TV Television Party, a mirthful audience participation show sponsored by Grinnell's Music Store

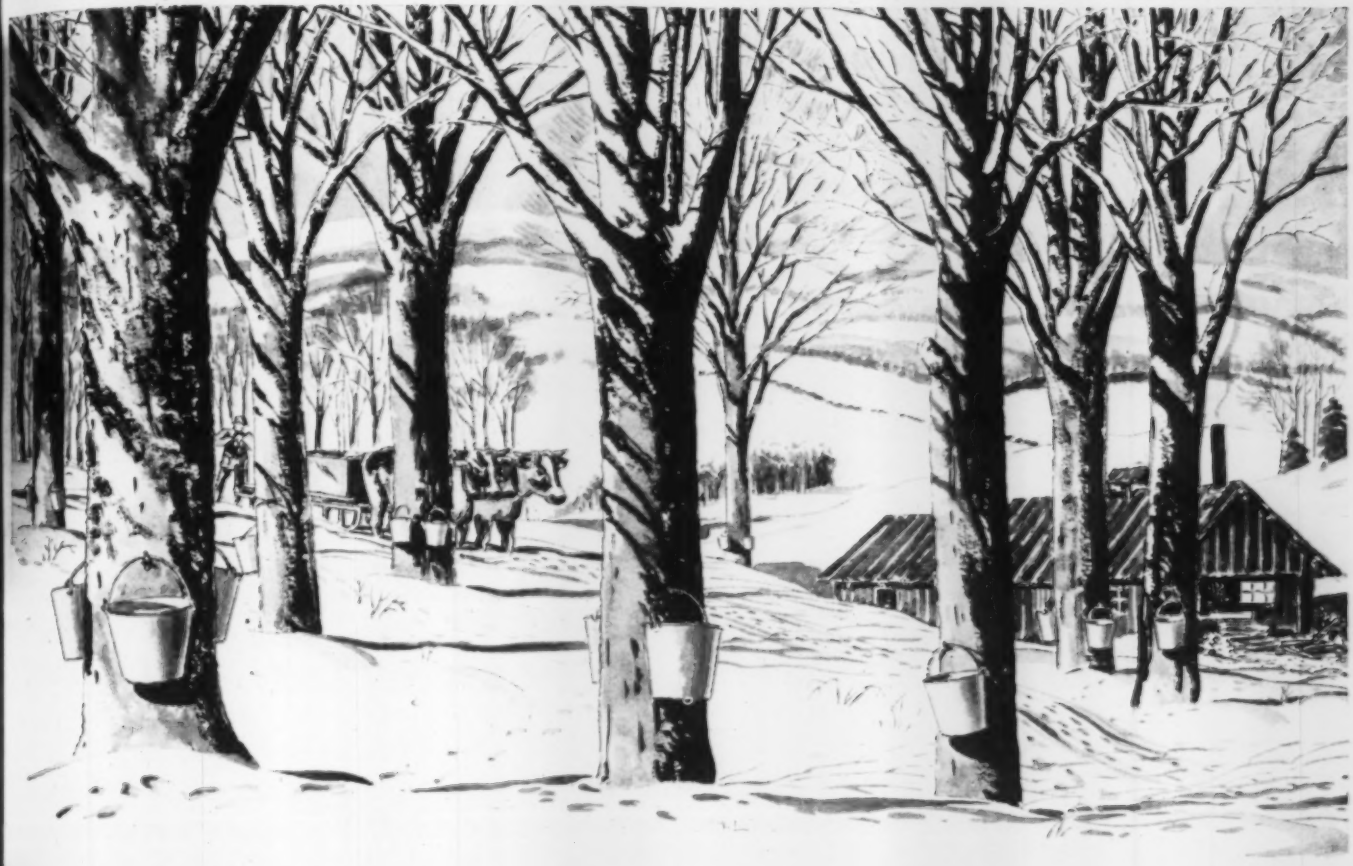
Each of these sponsored programs is proof of the selling effectiveness of television, and of the programming accomplishments of WWJ-TV in its first year of operation.

FIRST IN DETROIT . . . *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ-TV

Associate FM Station WWJ-FM . . .
Associate AM Station WWJ



The more *trees* you tap— the more *syrup* you make!

You can't do much with one or two buckets when you have a lot of maple trees waiting to be tapped.

The same thought applies when you try to reach New England markets by radio. It is definitely a network undertaking, paying off in more sales for each market you reach through the direct penetration of a Yankee home-town station.

It's the local audience of the home-town station that gives you complete acceptance in each market, complete coverage of all radio homes and all neighborhood shopping centers within the market trading area.

Yankee's 23 home-town stations — New England's largest regional network — present the most effective means of selling all New England and keeping it sold.

Acceptance is **THE YANKEE NETWORK** *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

GRIFFIN MFG. Co., New York (shoe polishes) scheduled to start seasonal spot announcement campaign beginning in South in March and working northward to coincide with white shoe market, through Bermingham, Castleman & Pierce, New York.

DANCER - FITZGERALD - SAMPLE, New York, studying format for video version *Betty Crocker Magazine of the Air*. Planned for start in about six months, television show will be fed live to network.

TV ART, accustomed to revolutionary developments, will gyrate again next week with expected announcement of revolutionary new direct-view-picture tube claimed to surpass present knowledge in brilliance, economy and endurance.

DESPITE Petrillo's grandiose gestures and dire threats, feeling still exists that Jimmy will authorize his men to perform for networks without benefit of contract after Jan. 31 deadline. If that happens, look for networks promptly to authorize simultaneous transmission of programs via FM, since contracts no longer will be in existence and such duplication cannot be precluded.

NBC AND CBS have recorded musical bridges, background and mood numbers adequate to tide them over indefinitely if Petrillo's men walk out Jan. 31. Joint catalogued recordings, which will be made available to other networks, cost roughly $75,000.

BECAUSE OF importance of radio (and now television) in political campaigning, Federal legislators paying more attention to political rates for station time. First blast of season came at closed hearings before House Appropriations subcommittee on FCC budget fortnight ago with committeemen sharply critical of policy of some stations of adding 50% surcharge for political time.

REPRESENTATIVE ROW again in stew over reports NBC National Spot Sales is making overtures to certain 50,000 w affiliates looking toward exclusive national representation. It was CBS Radio Sales' arrangements with WRVA Richmond and KSL Salt Lake City that stimulated organization of Natl. Assn. of Radio Station Representatives which saw in that move harbinger of other networks' elbowing into field.

APPLICABILITY of multiple-ownership rule to such projects as proposed Baptist network of commercial FM stations in Texas appears to be one of those bridges FCC doesn't yet want to cross. Rule limits one owner to six FMs. Texas Baptist General Convention has applied through six local organizations and has another outlet under construction (see story page 76). More are foreseen. Baptists expected to claim local groups autonomous and multiple-

(Continued on page 90)

Upcoming

Jan. 26: Network-AFM Negotiating Committees, AFM Offices, New York.

Jan. 26-27: NAB Small Market Stations Executive Committee, NAB Hdqrs., Washington.

Jan. 26-27: NAB Program Executive Committee, Statler Hotel, Washington.

Jan. 28: Joint Meeting NAB Program Executive Committee and NAB Public Relations Committee, NAB Hdqrs., Washington, with Voice of Democracy luncheon at Statler Hotel.

Jan. 28-Feb. 1: Assn. Women Broadcasters meeting, Mayflower Hotel, Washington.

Jan. 29: NAB Public Relations Executive Committee, NAB Hdqrs., Washington.

Jan. 29-30: NABET Special National Council Meeting, New York.

(Other Upcomings on page 89)

Bulletins

ABC SCHEDULING midwest regional affiliates meeting at Chicago's Ambassador East Hotel March 10. Anthony J. Koelker, ABC central division station relations manager since last November, conferring in New York with John H. Norton Jr., ABC station department vice president, who will attend Chicago sessions.

DAVIDSON TAYLOR, CBS public affairs vice president, leaving for six weeks visit with network's correspondents in London, Paris, Berlin, Rome.

MUTUAL SIGNS FELDMAN

ARTHUR FELDMAN, onetime chief of ABC London news bureau and ABC war correspondent, signed by Mutual as editor-producer of new Monday-through-Friday, 9:15-9:30 p.m. *Radio Newsreel* to begin Feb. 2 under sponsorship of Zenith Radio Corp. Mort Koplin will be director and Phil Tonken narrator.

'TELEVISION CITY' PROJECT PROPOSED IN CHICAGO

CHICAGO Television City, $50,000,000 project, is on drawing boards of Walter Butler Co., St. Paul contractors. Project, designed to rival New York's Radio City, would take up 31 "Air Rights" acres over Illinois Central Railroad tracks between Chicago River and Randolph St. on lakefront, according to Dennis Scanlan of Minnesota firm.

Plans, under consideration for three years, call for 1,000,000 feet exhibition space, sports arena, football stadium, skating rinks, and swimming pool—all enclosed for year-round use. Firm unable to state when construction will begin.

Business Briefly

FORD RENEWS TELECAST ● Ford Mo Co., co-sponsor with General Foods Corp. WCBS-TV New York telecasts of Brookl Dodgers home games during 1947, will repe in 1948. General Foods will not. Which number of interested advertisers will fill th vacancy was not settled Friday, but P. Lor lard Co., perennial sponsor of Red Barber AM broadcasts of Dodgers' games on WH New York, is not among present applicant (See early story page 16).

CHURCH DRIVE ● National Council Pro estant Episcopal Churches buying time Su day, Feb. 29, 11:30-11:45 a.m. on 600 statio so broadcast can be piped into local chur services throughout country. Broadcast itse will not appeal for funds but afterwards loca ministers will attempt to raise million dollar for restoring churches in Europe and Asi and food, clothes for Europeans.

COAST NEWS ● Day & Night Mfg. Co., Lo Angeles, Jan. 24 started for 52 weeks *Dr. Wa lace E. Sterling*, five-minute news analysis, o 16 CBS Western stations, Sat. 5:55-6 p.m (PST). Firm currently spending 40% o budget, about $100,000, in radio annually Agency, Hixson-O'Donnell Inc., Los Angeles

K-F TO RENEW ● Kaiser-Frazer Corp. wi "automatically" renew heavy national spo schedule next month when majority of con tracts (allowing two-week time lag) expire Campaign covers approximately 300 station in 125 major markets.

DON LEE ASKS RIGHT FOR COMMERCIAL VIDEO

DON LEE Broadcasting System asked FC Friday to permit commercial operation of it Los Angeles experimental television statio W6XAO pending decision on its regular com mercial video application, which has bee awaiting FCC action for about two years.

When FCC decided Los Angeles televisio case in December 1946, it granted all applica tions except Don Lee's, which is held up pend ing decision on Don Lee network renewal pro ceeding. This hearing was held year ago bu has not been decided.

Don Lee noted it had operated W6XAO sinc 1932, has been providing regular program serv ice for several years, and is averaging $100 000 a year in station expenses. One commer cial video station now operating there: Para mount's KTLA. W6XAO uses Channel 2 (54-60 mc). Petition was filed by Harry J Ockershausen of Dempsey & Koplovitz, Wash ington.

BMB SURVEYS ORDERED

SEVENTY STATIONS participating in BM interim audience measurements this Marc have ordered surveys made in 121 countie and 84 cities, located in 29 states. Findings available by mid-summer for fall campaigns

IS FOR THE MARKET AREA

You can build strong sales, block by block, in the Nashville market area. And WSIX's record proves it can help you get your share of the 356 million dollars spent yearly in retail stores alone.

IS FOR COVERAGE

WSIX's 5000 watts on 980 kilocycles give adequate coverage of the rich middle Tennessee Market surrounding Nashville. BMB study number one shows radio home penetration, by WSIX, of 25% or more in 48 counties; with 80% or over in 11 of these. Complete BMB report is available at your request.

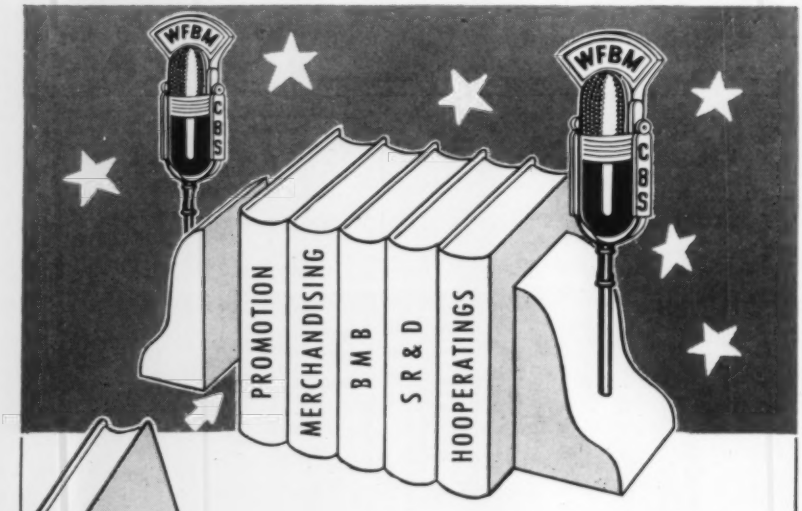
IS FOR ECONOMY

For your share of a buying audience in the Nashville market area, at reasonable listener cost, always consult WSIX!

AMERICAN • MUTUAL

5,000 WATTS • 980 KC

National Representatives: **The KATZ AGENCY, Inc.**



BOOK OF THE MONTH IN—*Indianapolis*

★ PERFORMANCE is too often an un-weighed selling factor in radio advertising. At WFBM, we believe *perfection of performance* is vital! For instance:

ANNOUNCERS When continuity is "live," competence is indispensable. We subscribe to the policy that thorough training and experience in "air selling" are required to qualify for voicing your phrases over WFBM.

TRANSCRIPTIONS WFBM does not believe in gambling with nor gamboling through your transcriptions. Every platter is pretested to assure that it's properly cued and aired at the proper level. Only the best equipment is used—and every turntable is checked daily to assure proper speed.

AFFIDAVITS Slovenly reports of performance are not tolerated. WFBM's affidavits, taken from the Engineer's log, include the *exact second* of performance.

WFBM announcers, engineers, and auditors are human. But we consistently come close to 99 44/100% perfection in performance.

WFBM
INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor.* STAFF: Lawrence Christopher, Jo Hailey, Bob Luce, Joseph M. Sitrick, Mary Zurhorst; EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley, Doris Sullivan. Eleanor J. Brumbaugh, *Secretary to the Publisher.*

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George L. Dant, *Adv. Production Manager;* Tom Stack, Harry Stevens, Eleanor Schadi.

AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

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PROMOTION

WINFIELD R. LEVI, *Manager*

Betty Beckanstin.

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250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor.* Florence Small, Irving Marder, Marjorie Ann Donnell, Anita Lamm.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CENtral* 4115
William L. Thompson, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard. Zone 28. *HEmpstead* 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor,* Ann August.

TORONTO BUREAU

417 Harbour Commission Bldg. *ELgin* 0775
James Montagnes, *Manager.*

BROADCASTING ® Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING ®—The News Magazine of the Fifth Estate. Broadcast Advertising ® was acquired in 1932 and Broadcast Reporter in 1933.

® Reg. U. S. Pat. Office

Copyright 1948 by Broadcasting Publications, Inc.

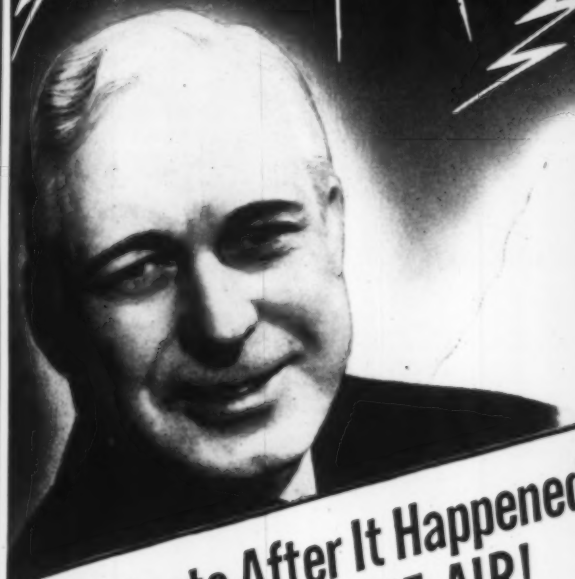
SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COPY

YOU'RE ON THE *FIRST* STATION WHEN YOU PICK *KPRC* HOUSTON

FIRST IN BMB

FIRST IN HOOPER

FIRST IN THE SOUTH'S FIRST MARKET



One Minute After It Happened IT WAS ON THE AIR!

The other day a prominent local citizen was on trial for "murder without malice." There was tremendous interest in the outcome; it mounted as the jury continued its deliberations.

A KPRC News Reporter (Bob Gray) sweated out the jury hour by hour. Finally, at 5:18 PM, Saturday, November 29, the jury foreman gave his report, a split (9-3) and hung jury.

One minute later, at 5:19 PM, that bulletin was on KPRC.

Since this story was of intense interest only in the Houston area it did not move on the wire services till much later. KPRC scored the "beat" by being on the spot *in person.*

This is just one day and one story. KPRC is first with the news . . . regularly.

and FIRST with the NEWS

When the news "breaks" it usually "breaks" first on KPRC. That's because KPRC has one of the biggest and best-trained news staffs in America, headed by famous Pat Flaherty, former NBC war correspondent.

Four reporters are on his staff—each gathers the news in Houston—then broadcasts it, with *authority.*

Four more correspondents (part time) gather the news in Beaumont-Port Arthur, Pasadena, Austin and Washington.

KPRC is the only station in Texas offering *all four* of the Associated Press wire services.

This is the combination which gives KPRC listeners complete news—50 per cent Houston area news on each newscast.

News is one of the "firsts" that gives KPRC dominance in the great Gulfcoast area.

This dominance is best proved by the yardsticks you know. Hooper and BMB put KPRC first in this great farm-industrial market. Put your message on the air where it will *reach most listeners.* For availabilities, see Petry or call us.

KPRC
HOUSTON

950 KILOCYCLES • 5000 WATTS

National Representatives, Edward Petry and Company • Affiliated with NBC & TQN, Jack Harris, General Manager

Try it! — and you'll

It's just this size!

STATION MANAGERS

Ask your engineer to let you hear your own programs reproduced by a 755A. You'll be surprised to hear so much quality from an eight-inch speaker, and you'll see how many uses you have in your station for this outstanding new design.

ENGINEERS

Show your station manager just how much quality you can get from a small, compact, modestly-priced speaker—by giving him a demonstration of the 755A in your own studios.

FOR THE "QUALITY MINDED"

If you're looking for a lot of loudspeaker quality in a small package—for use in home, office, or audition room—just try the 755A.

SPECIFICATIONS OF THE 755A

Power Handling Capacity
8 watts continuous

Frequency Response
70 to 13,000 cycles

Input Impedance
4 ohms

Coverage Angle
70 degrees

Efficiency
Sound level at 30 feet on axis is 81.5 db above 10^{-16} watts per square centimeter at 8 watts input

Weight
4¾ pounds

Dimensions
Diameter: 8⅜". Depth: 3⅛".
Baffle hole diameter: 7"

Enclosure Required
2 cubic feet

Recommended Cabinet Dimensions
Width: 16". Height: 21".
Top depth: 9¼". Bottom depth: 12".

come back for more!

THE NEW WESTERN ELECTRIC

755A

8-INCH LOUDSPEAKER

Available immediately from stock

HERE'S more quality than you ever thought possible in an 8-inch speaker!

This new Western Electric 755A gives you wide frequency response—exceptionally brilliant tonal quality—ample output—all at surprisingly modest cost.

High Quality in small space

The relatively small space required to obtain such high quality with this 8" speaker makes it ideal for control room monitoring, for studio cue and talkback and for use in audition rooms, visitors' lounges, studio viewing rooms and executive offices —in fact *everywhere* for top quality reproduction!

Brilliant performance *is* possible with an 8-inch speaker. Prove it to yourself by putting the 755A through its paces in as many locations as you like. We'll bet you'll be so pleased you'll come back for more!

Call Graybar today

Get your 755A's quickly—call your nearest Graybar Broadcast Representative right now—or write to Graybar Electric Co., 420 Lexington Avenue, New York 17, N. Y.

Western Electric

— QUALITY COUNTS —

Distributed by GraybaR — OFFICES IN 92 PRINCIPAL CITIES

Distributors: In the U. S. A.—Graybar Electric Company. In Canada and Newfoundland—Northern Electric Company, Ltd.

YOUR ADVERTISING DOLLARS are wisely spent on

WKBO

HARRISBURG PA.

Established In 1922

SALES REPRESENTATIVE

RADIO ADVERTISING COMPANY

New York • Chicago
San Francisco • Los Angeles

A STEINMAN STATION

Feature of the Week

Librarian Vitz (seated) discusses the records with (standing l to r) Producer Fleming; Howard Rogers, sales manager of the Schroth Co.; Leland Davis, president of Leland Davis Inc.; Charles Topmiller, WCKY manager; William Schroth, firm's president.

THE PROGRAM that tells of the history and culture of Cincinnati, *The Fountain Speaks*, on WCKY, is to be used as a cultural education medium by the Public Library of Cincinnati.

Record albums of the recorded series were requested by the library, and will be available through the library's circulating record division, according to Carl Vitz, librarian.

The Fountain Speaks is broad-

(Continued on page 75)

On All Accounts

EARLY associates of Terrence Clyne, account executive with the Biow Co., New York, always knew that "young Clyne" was a fellow who "knew what time it was," but they never suspected that he would some day be imparting that knowledge to millions of people, hundreds of times a day, 365 days a year. Yet, as executive on the $3,000,000 Bulova Watch Co. account that is exactly what "young Clyne" is now doing.

Key man in one of the largest spot announcement campaigns in the industry, Terry has similarly been an account executive with every firm with which he has been connected.

He began his account cycle with the Wall Street firm of Halsey Stewart & Co., forsaking them finally for a position with Merrill Lynch and Co., still on Wall Street. But after nine years he left The Street for another avenue, radio.

TERRY

He joined Free and Peters, New York, station representative firm, as an account executive and was later named vice president.

In 1942, he took a leave of absence from the firm to join the 8th Air Force. As Lieut. Col. Clyne he was chief of supply for that Air Force in Europe. He holds the Legion of Merit, the Croix de Guerre and a Bronze Star with a cluster.

A year after his return from service, he left Free & Peters to become associated with the Biow Co. in his present capacity.

He admits that he is a "television bug." And speaking for Bulova says that the company has been a pioneer in television advertising since it began in New York. He also revealed that the firm's 1948 advertising plans include representation by Bulova in every major city that has a television station.

An Amherst graduate and son of an Amherst graduate, Terrence Clyne is married to the former Frances Donelon who, as a professional model, is believed to have appeared on more *Redbook* covers than any other model in the country.

The couple live in Manhattan and devote their outdoor leisure to improving Terry's tennis game which, he confesses, is somewhat less precise than the product he sells.

North Carolina Is The South's No.1 State and North Carolina's No.1 Salesman is

WPTF

680 KC 50,000 WATTS NBC AFFILIATE

Raleigh, North Carolina

FREE & PETERS, Inc., National Representatives

"RETAIL SALES exceed One Billion Dollars in 78 counties where WPTF has 50-100% BMB penetration. 2,876,500 people live in this primary market." Richard Mason, Manager

WHHM . . .

*the Number ONE Hooperated independent station in the nation!**

WHHM . . . the number ONE Hooperated independent station *in the nation.*

This is the finding of a C. E. Hooper, Inc. special retabulation of ALL independent stations in 25 Hooper cities where there are four network affiliates and one or more full-time independent. WHHM was rated second in the nation in the morning . . . third in the nation in the afternoon and first in the nation in the evening.

In total rated time periods, WHHM ranked FIRST among all independent stations all over the nation in the 25 cities surveyed. For full details ask Forjoe & Company.

Hooper surveyed these 25 cities

BALTIMORE	CINCINNATI	KANSAS CITY	NEW YORK CITY	SAN ANTONIO
BIRMINGHAM	DALLAS	LOS ANGELES	PHILADELPHIA	SAN FRANCISCO-OAKLAND
BOSTON	DENVER	MEMPHIS	PITTSBURGH	SEATTLE
BUFFALO	DETROIT	MINNEAPOLIS-ST. PAUL	PORTLAND, OREG.	ST. LOUIS
CHICAGO	HARTFORD	NEW ORLEANS	SALT LAKE CITY	WASHINGTON, D. C.

* All Measurements based on October 1946 thru February 1947 interviewing except for New York City (January-February, 1947) and Minneapolis-St. Paul (October thru December, 1946). These are the latest available Hooper figures.

Member ASSOCIATED PRESS

Independent . . .

But Not Aloof

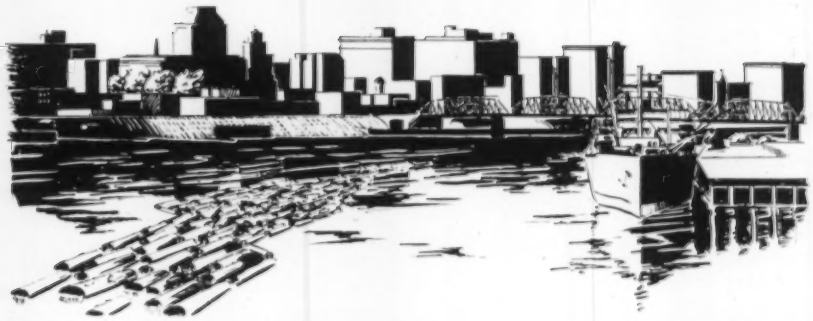
WHHM

MEMPHIS, TENN.

PATT McDONALD, GENERAL MANAGER

FORJOE & COMPANY, National Representatives

how would you like THE BEST LOCAL SHOW *in* PORTLAND ?



● Is there *anybody* who still thinks that he must buy news, sports or big-name transcriptions in order to get high ratings with spot broadcasting? If so, we'd like some words with him!

Practically every station Free & Peters represents has local live-talent shows which compare very favorably with a lot of network offerings. In Portland, for instance, KEX has "The Northwesterners". The best local show in Portland, these five fast-talking musicians not only beat their network competition, but are the *highest-rated show in their period* (4:15-4:30, Mon. thru Fri.). Their Winter-Spring 1947 Hooperating was 6.3.

Bull's-Eye Radio has *everything* you want, and *where* you want it! May we show you some typical examples for the markets at the right?

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC-KFRM
LOUISVILLE	WAVE
MILWAUKEE	WMAW
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
NORFOLK	WGH
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TERRE HAUTE	WTHI
TELEVISION:	
ST. LOUIS	KSD-TV

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since May, 1932

NEW YORK:	CHICAGO:	DETROIT:	FORT WORTH:	ATLANTA:	HOLLYWOOD:	SAN FRANCISCO:
444 Madison Ave.	*180 N. Michigan Ave.*	*Penobscot Bldg.*	*406 W. Seventh St.*	*Palmer Bldg.*	*6331 Hollywood Blvd.*	*58 Sutter Street*

BROADCASTING
TELECASTING

Vol. 34, No. 4 WASHINGTON, D. C., JANUARY 26, 1948 $7.00 A YEAR—20c A COPY

Network Daylight Time Solution Looms

Transcribed Delayed Plan Entails Approval of Union

By EDWIN H. JAMES

THE ADOPTION by all major networks of recorded repeat broadcasts to overcome the hodge-podge of program scheduling created by Daylight Saving Time was seen last week in New York as a strong probability.

Such a procedure would depend, of course, upon clearance with talent unions, particularly the AFM, but authoritative sources reported that affiliated stations of all four networks were aggressively insisting on measures to minimize the scheduling headaches that have beset network programming in past summers.

The plans proposed by affiliates of NBC and CBS were understood to be not unlike that practiced last year by ABC with what that network has officially described as great success.

The essential objective of such systems is to deliver network programs in all time zones—Standard and Daylight Saving alike—at accustomed periods by means of recorded or transcribed delayed broadcasts.

Nearly all regularly scheduled programs on ABC were so handled last year, thus avoiding the difficulties experienced by stations in standard time zones in readjusting listener habits with respect to network programs broadcast in terms of Daylight Saving Time.

An ABC spokesman said last week that the network doubtlessly would pursue a similar policy this year, although ABC's detailed plan of next summer's operation was as yet incomplete.

Meanwhile, affiliates of NBC and CBS were reported to have brought heavy pressure on those networks to make similar adjustments in their summer scheduling.

During a meeting of NBC's Stations Planning and Advisory Committee last Tuesday, affiliates were said to have strenuously urged the adoption by NBC of a system of recorded repeats—a technique generally shunned by that network—during the April 25 to Sept. 26 period when part of the nation stays on Standard Time and part of it switches to Daylight Saving.

NBC's SPAC was unsuccessful in obtaining a commitment from the network by the time the meeting ended, but it was reported that Niles Trammell, NBC president, promised a decision on the matter by Feb. 15.

The proposal by the NBC affiliates was said to have been discussed in detail, including provisions for the sharing of costs by the network and those affiliates situated in Standard Time zones.

At a meeting of the CBS affiliates advisory board earlier equally strong pressure was reportedly brought on that network to install a recorded repeat system for the summer.

CBS officials were said to have been less reluctant than NBC to adopt such a policy, and it was reported that CBS was preparing a complete plan of summer operation to submit to its affiliates within the next few weeks.

The CBS proposal, it was said, also contemplated a cost sharing between the network and its affiliates.

Preliminary CBS estimates were that defraying of mechanical, personnel and recording costs would amount to not more than 2% of network payments to stations. A spot check by CBS indicated something less than that percentage when savings from retention of local program schedules are taken into account.

The CBS plan contemplates recording of network programs at four or perhaps six network points for relay to particular legs. Modern tape-recorders patterned on the German-developed magnetaphone which is of exceptionally high quality, presumably would be used.

Evidently the only hurdle faced by CBS is that of clearance with AFM.

WITH daylight saving time less than 14 weeks away and slated to scramble even the best laid plans of radio and advertisers, the pressure is more intense than ever for a remedy. ABC's use of transcribed repeats last year was closely scrutinized by the industry. Consensus favors this solution.

Had Sought Repeats

It was pointed out that affiliates of NBC and CBS in Standard Time zones were those which most vigorously urged the adoption of recorded repeat systems. Affiliates situated in Daylight Saving Time zones don't, of course, experience similar difficulties since summer scheduling by the networks is

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AFM Shoots for Recording Tax on Radio

Kearns Drafting New Bill As Networks Gird For Strike

By J. FRANK BEATTY

SPECTRE of a new tax on radio—via an amendment to the copyright act which would give an ASCAP-type royalty on recordings—was the net result of the fortnight of hearings which concluded last Thursday before the House Labor Committee.

Despite repeated promises by AFM President James C. Petrillo that he would "make a deal," networks and stations were pessimistic as they redoubled plans to operate without live music when contracts expires midnight next Saturday (Jan. 31). A bill looking toward the royality deal—as a substitute for the Taft-Hartley Bill outlawed AFM welfare fund—was to be introduced this week with at least implied non-resistance of record manufacturers but with stalwart opposition from independent stations now staggering under the weight of percentage-of-their-take royalties.

With the deadline only a few days off, broadcasters were well along in their plans to function without live musicians on a business-as-usual basis. Musical bridges, transcribed interludes and vast quantities of special material have been built up at heavy expense in anticipation of emergency.

Nothing at all was accomplished at a Tuesday meeting between Mr. Petrillo's staff and network-FM-television groups, held at the Statler Hotel, Washington. Another meeting is to be held at 3 p.m. today (Monday) at the AFM offices in New York. Feeling persists among industry representatives that Mr. Petrillo is building toward a Feb. 1 crisis but judging by the AFM president's testimony before the Hartley (Education & Labor) Committee, the union may agree to keep its men at work on a day-

(Continued on page 14)

NETWORK WITNESSES at Hartley Committee's Petrillo hearings last week were (l to r): Theodore C. Streibert, member of Mutual network board; Frank E. Mullen, NBC executive vice president; Mark Woods, ABC president; Joseph H. Ream, CBS executive vice president.

AFM Shoots

(*Continued from page 13*)

to-day basis starting Feb. 1 should there be no settlement this week.

This would probably permit nearly normal network and station operation, but recording, transcription and television interests might continue under present bans. FM duplication is uncertain.

Hartley Committee members were not disappointed in Mr. Petrillo's talents as a witness-stand Puck, and a majority agreed that his methods of running the union are so strong-arm that eventually new legislation may be necessary to keep him in check. They expected to find in the witness a leader who uses pressure techniques to attain his ends, and were not disappointed, it was indicated Thursday as the fortnight of hearings concluded.

But several expressed keen disappointment at failure of most industry witnesses to shed their caution and rattle the chandeliers with tales of suffering under the AFM president's negotiating methods.

Even Chairman Fred A. Hartley (R-N. J.), who a week before had voiced shock at industry testimony in which Petrillo troubles had been quietly recounted, indicated Thursday night there was little possibility of adding a clause to the Taft-Hartley Act to apply antitrust laws to labor unions.

Says Test Needed

"There isn't much chance of any such amendment until the law has had at least a year's test," he said. At the same time he agreed there might be some hope for solution of the recording shutdown, which began Jan. 1, in proposals of Rep. Carroll D. Kearns (R-Pa.) and Rep. Arthur G. Klein (D-N. Y) that a fee system be legalized for commercial users of phonograph records. Rep. Gerald W. Landis (R-Ind.) showed interest in the fee idea.

The plan proposed by Rep. Kearns [BROADCASTING, Jan. 12] would legalize assessment of fees for records, which would bear labels designating whether for home or commercial use. Rep. Kearns, who was chairman of a special AFM investigating subcommittee that held hearings last summer and fall, said mechanics of the idea would have to be worked out, but he felt it would permit continuation of the AFM welfare fund idea. Legalization probably would be based on amendment of the copyright law, though change in the Taft-Hartley Act also might be necessary.

The welfare idea is close to their hearts, the two principal AFM witnesses indicated in their testimony. At his Wednesday appearance under a battery of newsreel kleigs and television cameras, Mr. Petrillo conceded that his "forever" ban on recordings might not stick if he could work out a satisfactory "deal" to increase employment of musicians. Milton Diamond, AFM general counsel, testified Thursday that AFM might relent and permit recordings if commercial users would agree to a royalty plan to aid displaced musicians.

Chances appeared brighter, also for FM network music, FM duplication and televised live music—that is, if they are willing to pay their way. Mr. Petrillo conceded he didn't know just what to do about these newer media.

Committee Findings

The fortnight of committee investigation produced these findings, according to sentiment of many members:

Broadcasters are victims of AFM's economic weapons but are afraid to bare all the facts, especially while they are in the middle of union negotiations.

Mr. Petrillo is absolute boss of his union, but he is difficult to pin down on the witness stand.

Charges of a "conspiracy" by broadcasters against FM development, or collusion between broadcasters and Mr. Petrillo, were not proved.

The hearing record contains possible evidence that Mr. Petrillo or the union violated Sec. 8(b)(4)a of the Taft-Hartley Act by preventing musicians from performing over FM or making records.

Mr. Diamond, former Decca records counsel, is a member of a law firm that still handles some business for a Decca subsidiary.

AFM's use of the "unfair list" weapon is bringing it in public disrepute, especially in the case of school bands. Chairman Hartley called it "despicable."

Democrats on the Hartley committee were friendly to the AFM and Mr. Petrillo in nearly all of their questions, due to the fact that it is a campaign year and they have their eyes on the labor vote.

Petrillo bans against FM and TV are retarding their development and are contrary to the public interest.

Novel development of the hearings was a proposal, batted around by Chairman Hartley and Mr. Petrillo, to take a poll of AFM sentiment about the union's leadership and the calling of a recording shutdown. Chairman Hartley wants to poll all AFM members who have ever made recordings. Mr. Petrillo wants the poll to include the entire membership of 225,000.

Chairman Hartley was to confer Friday with Mr. Diamond on details of the poll and hoped it could be conducted within a month or six weeks.

During Mr. Diamond's testimony Thursday he threw the Blue Book at broadcasters, selecting some of the juicier portions and then recommending to committeemen that they peruse the entire document carefully.

Concluding his testimony, Mr. Petrillo thanked Chairman Hartley

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ALSO see Rep. Lea statement on acquittal in WAAF case, page 88. Judge Miller view on AFM contention that Lea Act is dead, page 81; program measurement suggested by NAB for Feb. 1 strike crisis, page 88.

"CRIPES those lights are hot," muttered James C. Petrillo into the TV microphone Wednesday as he sat in the glare of newsreel kleigs and spots. Mr. Petrillo is at left center, with Milton Diamond, AFM counsel who wore dark glasses, at extreme left. At right center is Irving McCann, Hartley committee counsel.

Early Coy, Sterling Approvals Seen

Committee Endorsement Delayed by Lack Of Quorum

EARLY APPROVAL of Wayne Coy and George E. Sterling for FCC membership was expected to be given by the Senate Interstate & Foreign Commerce Committee, possibly at a meeting this week, after the two recess appointees weathered a frank question-and-answer session with six Committee members last Tuesday.

Lack of a quorum apparently was the only factor that prevented committee approval simultaneously with the hearing, which produced blunt questioning but no opposition to either Chairman Coy or Mr. Sterling, though it brought outspoken criticism for the Commission, primarily for its reassignment of FM.

The full committee is expected to act at its next session. Feb. 12 is the next regular meeting date, but committee spokesmen felt that urgent maritime matters would require a special meeting before that time and thought it might be called this week.

Committee approval normally is tantamount to Senate confirmation. In view of the general belief that both Messrs. Coy and Sterling had made favorable impressions on the committeemen, it appeared that the only formidable hurdle they may yet have to face will come, if at all, from the Republican Policy Committee, which reportedly is still considering a proposal to withhold confirmation from all appointments until after the Presidential elections.

Hearing Made Open

Spokesmen said they considered the hearing closed after Tuesday's session, which originally was slated as an executive meeting but later was opened to the public.

Sen. Charles W. Tobey (R-N. H.), who presided in the absence of Chairman Wallace H. White Jr. (R-Me.), posed a series of blunt questions to both nominees, seeking and receiving assurance that they would resist "the long arm of powerful radio interests," would give FM "a square deal," and that there would be no occasion of the chairman "dominating" the entire Commission.

The two nominees split over the merits of a rotating chairmanship Mr. Coy holding that, aside from his designation as chairman, administrative efficiency would be impeded by passing the duties of the post from one member to another. In this view he was joined by Sen. Clyde M. Reed (R-Kans.) But Mr. Sterling inclined toward Sen. Tobey's position that the post should be rotated, though he felt that two-year chairmanships would be better than one-year.

Both Messrs. Coy and Sterling agreed in effect that present television allocations are temporary and eventually will be changed, Mr. Sterling pointing out that in its allocation of the present video band FCC said that it probably wouldn't be enough for a nation-wide service and consequently has set aside a wider band above 400 mc which is now being used for experimentation.

The question was raised in re

(*Continued on page 78*)

'Fifth Network' Executives Indicted

Trial Today for Illegal Sale of Securities In California

"FIFTH NETWORK" plans of Paul M. Titus and associates face court complications today (Jan. 26) when Mr. Titus, Rudolph J. Fjellstrom and Charles J. Husband, all principals in the original North American Broadcasting Service, Inc., are scheduled to go on trial in the Superior Court in San Francisco on charges of illegally selling stock in the State of California

Charging violation of the California Corporate Securities Act, the San Francisco County Grand Jury indicted the three principals. They were arrested, arraigned in court, and pleaded not guilty to all charges.

Action followed six-months investigation by State Corporation Commissioners office into the operations of North American.

Chartered in Nevada

Corporation Commissioner turned over results of his investigation to the San Francisco District Attorney's office when he found that the firm had allegedly sold stock in the State of California without authorization from the Commissioner's office, as required by law.

Mr. Titus had previously stated that all stock in the original $100,000 Nevada corporation had been sold in that state. The corporation was chartered by the State of Nevada August 2, 1946.

North American Broadcasting Service was the first organization formed by Mr. Titus in anticipation of a fifth network. The present Radio America, Inc., also a Nevada Corporation, with administrative offices at Denver, was preceded by an organization known as United Radio Systems of America which had been formed in March 1947.

Titus Background

Mr. Titus is 49, and declared in an interview with a BROADCASTING reporter that he was a native of Rochester where he began in newspaper work. He said he had been a consultant in the reorganization and rehabilitation of numerous stations including the nine-station Southwest Broadcasting System. He said he also wrote for radio including programs for the late Henry Burr, and was an associate of the late Dr. Marion Sayles Taylor ("Voice of Experience"). He said he had operated an advertising agency in 1941 in New York with Toni Harris and in 1944 he was associated with Kelso Norman Advertising Agency, San Francisco.

After the indictment, the California State Labor Commissioner revealed that employes of North American had filed a complaint for non-payment of wages in November, 1946. The Labor Commissioner's report, however, showed that an adjustment was made, that there was at least part payment of salaries due, and that he had closed the Labor Department's files on the case.

Prior to news of the indictment, Mr. Titus declared that the "fifth network," would begin operation May 15 with between 200 and 250 affiliates. Additional stock was to be issued, he said, through a Chicago firm. He added that he had put considerable amount of his own money into the firm, for which he had done the main organizing job [BROADCASTING, Jan. 19].

He stated that about 70% of the stations committed to his new network were now affiliated with other networks, and that 206 were actually committed. "The 'break-even point' of our operation is 201 stations." He planned to have about 600 affiliates by August.

With Grain of Salt

Very few of the radio men in the country had taken the project seriously. An inquiry at AT&T Long Line headquarters failed to yield information as to inquiries from the organization on leasing lines for a transcontinental network. AT&T policy, however, is not to divulge such information.

NAB headquarters in Washington and other focal points of radio had been queried by stations which had been contacted from Denver on the network project in an original letter of solicitation, which bore a typed signature.

The North American project, which Mr. Titus fostered, had the ambitious goal of 3,000 affiliates over the country, with the organization itself to process applications before the FCC and install facilities on a sort of prefabricated basis.

In his interview with BROADCASTING, Mr. Titus said the Radio America administrative headquarters have been set up in Denver. Quarters have been rented in the Newhouse Hotel and he declared negotiations are under way to acquire the lease on the three-story structure. Mr. Titus also declared that his company is buying a building in New York and property on which to construct a building in Hollywood.

'Backlog of $4,300,000'

Howard L. Pearl, described as a Denver mining engineer, is associated with Mr. Titus as secretary-treasurer. Mr. Pearl stated the network would begin operations with a "backlog of $4,300,000, plus large commercial commitments."

Mr. Titus declined to reveal the names of men being considered as executives of the network but said an announcement would be forthcoming in a couple of weeks and that the name at the top of the list "may surprise you."

He stated that no Denver station has affiliated and that while administrative headquarters are in Denver, programs will originate principally in New York, Los Angeles, Chicago and San Francisco. Mr. Titus declined to name

Mr. TITUS

stations which he has committed to Radio America but said they include four 50 kw outlets, about 20 in the 5 kw and 10 kw categories and the remainder 250-watters.

Questioned about FM, Mr. Titus said signing of such stations depended upon current negotiations between industry leaders and the AFM. Literature sent to prospective affiliates promised lines, loops and installations without cost to stations and "no hidden charges or offsets." Eighteen hours of daily programs were promised with four hours optioned to the network and everything thereafter to be cleared at the stations' discretion. He promised payment of card rates, less agency and representative commission for national commercials beyond four hours and annual division of net profits on a pro-rata basis, with affiliates receiving half of the account. He added that af-

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Sales, Petrillo Fight Top RMA Agenda

Philadelphia Servicemen Clinic Receives Applause

BOARD approval of a $70,000 appropriation for continuing its Radio-in-Every-Room program, $5000 for carrying on the industry's anti-Petrillo fight and the drafting of a plan to curb abuses in radio servicing field highlighted RMA's mid-winter conference in Chicago last week.

Meeting Thursday during the three-day sessions at the Stevens Hotel, the RMA board of directors:

- Approved recommendation to hold RMA's convention jointly with the Radio Parts Trade Show in Chicago in 1949, concurrent with industry's 25th anniversary.
- Applauded Philadelphia's Town Meeting for Radio Technicians held Jan. 11 and urged its continuance on an expanded level. (It was suggested the name be copyrighted.)

The RMA Set Division broached an "industry plan" for improving radio servicing: (1) Promotion and advertising urging the public to patronize only authorized dealers and servicemen, (2) Cooperation with servicemen's organizations such as the Associated Radio Servicemen of New York and similar units in other cities.

To further campaign for improvement in servicing field, the the board gave favorable consideration to a suggestion by Harry Ehle, chairman of Philadelphia's TM Committee, that five Town Meeting clinics be held in selected areas during the year. Mr. Ehle attended on behalf of the Radio Parts Coordinating Committee, comprising RMA, NEDA and other organizations, and reported on the success of the Philadelphia experiment.

A proposal by the Set Division that certificates be issued to dealers and servicemen was not ratified by the board "at this time." The responsibility for curbing abuses, the board felt, lies with member firms who could resort to cancellation of dealer franchises if violations are reported. It was pointed out that the plan was directed more at individual offenders and not authorized dealers who would stand to lose much through being deprived of franchises by manufacturers.

Directors deferred an RMA Advertising Committee request for a vast expansion of the Radio-in-Every-Room campaign until completion of a "saturation" test scheduled Feb. 23-March 6 in Hartford, Conn. Program plans drafted by a committee under chairmanship of William Mackey, Zenith Radio Corp. advertising manager, now are underway among dealers.

Discussing plans for National Radio Week, RMA also disclosed an advertising subcommittee would meet with a committee of NAB sales managers sometime during March, to arrange details for this year's campaign. It was indicated Radio Week will be held soon after the national elections.

RMA, which last November joined the industry fight to combat the "pistol point" tactics of James C. Petrillo, followed through last week by appropriating $5,000 as its contribution to the whole industry cause. Attending the Chi-

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LONG-TERM contract granting CBS exclusive broadcast and television rights to the Kentucky Derby is negotiated by executives of the network and Col. Matt J. Winn (seated), president of Churchill Downs. L to r, standing: Davidson Taylor, CBS vice president and director of public affairs; James Seward, vice president and director of operations for the network; Lawrence W. Lowman, vice president in charge of television. The derby will be run this year May 1, televised for the first time.

* * *

CBS GETS TV RIGHTS FOR KENTUCKY DERBY

CBS last week announced the signing of a "long-term" contract for the exclusive broadcast and television rights to the Kentucky Derby, effective in 1949 for an unspecified period.

CBS has held sole rights to the turf classic since 1930. The network's current agreement with Col. Matt J. Winn, president of Churchill Downs, expires this year.

The upcoming derby on May 1 will be televised for the first time. Films of the derby will be flown from Louisville to New York and televised on WCBS-TV 24 hours after the race, CBS said. CBS planned to televise the 1947 derby but a jurisdictional labor dispute forced them to cancel the show at the last minute.

The Gillette Safety Razor Corp., which has sponsored the derby broadcasts for the last several years, is expected to foot the broadcasting bill again for the current running. Video sponsorship is apparently still open.

Philco Dealers Will Get Four Transcribed Series

PHILCO CORP. has agreed to make available to its 25,000 dealers four transcribed series packaged by Larry Finley Enterprises on cooperative basis.

Cost of the four programs—*Myrt and Marge, Flight With Music, Diary of Fate* and *Anderson Family*—will be split, with distributor paying 50% of the show's cost and station time and dealer paying the other half.

This agreement was announced at the Philco convention in Palm Beach, Fla. Commercial copy will be handled through Hutchins Agency, which set up the deal between the manufacturers and the radio packaging firm.

L & M Will Sponsor Giants on WNBT

LIGGETT & Myers Tobacco Co., New York, will sponsor telecasts of the home games of the New York Giants for Chesterfield cigarettes on WNBT New York, NBC station, during the 1948 season, starting April 3. Contract was arranged by Newell-Emmett, New York, agency for the tobacco company. Details of the deal were not revealed but industry estimates of the video rights to the games ranged from $75,000 to $100,000, with the total costs of the season's telecasts about twice as much.

With P. Ballentine & Sons, Newark brewer, set to sponsor the New York Yankee home game telecasts on WABD New York, DuMont station, it seems certain that all baseball telecasts in New York will be sponsored this summer. Ford Motor Co., Dearborn, and General Foods Corp., New York, who shared sponsorship of the Dodgers' home games on WCBS-TV last year, have first choice on these telecasts again for 1948. Ford is considered practically certain to take up its share of that sponsorship and if GF should drop out there is reported to be a waiting list to replace it on WCBS-TV.

Liggett & Myers is also sponsoring sound broadcasts of all Giants' games, away as well as home, on WMCA New York. Ballentine likewise will sponsor sound broadcasts of the Yankees on WINS New York on an every-other-day basis sharing the sponsorship with General Cigar Co.

Todd Resigns

WILLIAM T. TODD, who joined Lennen & Mitchell Inc., New York, in 1941, has resigned as vice president in charge of copy. His future plans are unannounced.

Toni Co. Will Enter Nighttime Market Expects to Have Show Ready by Mar.

PART of the Toni Co.'s $4,000,000 radio budget for 1948—two-thirds of firm's total advertising outlay—will go into a nighttime network show being produced by Foote, Cone & Belding, Chicago, Harold Bloomquist, advertising manager of Toni, disclosed Thursday.

"We may possibly buy a package, but indications are that the agency will have produced our own show by March 1, the beginning of our spring rush reason," said Mr. Bloomquist. He revealed that several experimental programs are "in the mill" at FC&B and recordings are expected to be delivered to Toni within the week. Tryouts on West Coast regional networks likely will precede major network broadcasts, he added.

"Toni has saturated the daytime market and now is anxious to reach those unable to listen to the radio during working hours," he said. "Since March, April, May and June are busy months for hair dresser (Toni makes permanent home wav kits), we are anxious to get on th air before that time."

The company now sponsors fou morning and afternoon shows o three major networks. The dail programs are *Ladies Be Seated* ABC; a quarter-hour on Don Mc Neill's *Breakfast Club*, ABC, an *This Is Nora Drake*, NBC. *Gir and Take* is on CBS every Saturda afternoon. The latter was renewe three weeks ago on the first anni versary of Toni's sponsorship.

Ladies Be Seated, which wi complete one year with Toni Marc 31, will be renewed on that date according to Mr. Bloomquist.

SCAAA ELECTS FOUR TO SERVE ON BOARD

FOUR NEW directors were elected to the board of the Southern California Advertising Agencies Assn. following the group's first anniversary dinner January 19. New slate of officers is due to be elected this week.

New directors are: Howard Erlich, financial director of Abbott and Kimball Co., Los Angeles; William G. Scholts, owner of Scholts Adv. Service, Los Angeles: Norman Tolle, head of Tolle Co., San Diego; Paul R. Jordan, partner of Jordan and La Buono, Los Angeles.

Other board members include J. B. Kiefer Inc.; Henry Mayers, principal partner of The Mayers Co.; Walter McCreery, partner and account executive of Smith, Bull and McCreery; Larry Raymond, head of Larry Raymond Co.; all of Los Angeles.

Judge Rules CBS Did No Plagiarize 'Friend Irma

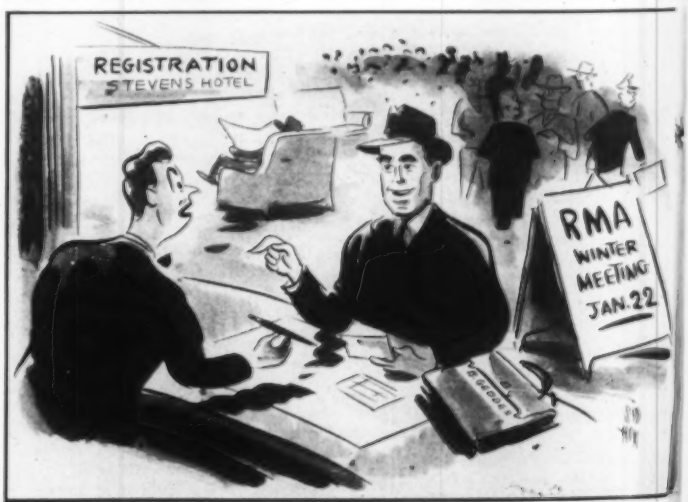
NO PLAGIARISM was involved i the development of CBS *My Frien Irma*, according to a ruling b Superior Court Judge Allen Ash burn in Los Angeles Jan. 2 Damages sought amounted to $150 000.

Judge Ashburn said the radi program was neither a plagiaris of the stage play, *My Sister Eilee* nor the radio audition record o the same play, as contended b Arthur Kurlan, writer. "There wa nothing in *Friend Irma* whic could have been taken from Kur lan's audition record," the cour ruled.

In dismissing the action, Judg Ashburn withheld the right o amending the plaintiff's complain

'Newscope' Renewed

KAISER-FRAZER Corp., Willo Run, Mich. (Kaiser and Fraz cars, Kaiser steel) on Feb. 3 renew for 13 weeks its option on MB *Wendell Noble Newscope* throug Swaney, Drake and Bement Inc Chicago. Jack Rourke Production Hollywood, is program package



Drawn for BROADCASTING by Sid H

"Are you sure there's a radio in every room?"

Record Closed in Clear Channel Case

Decision Expected After Six Weeks Deliberation

By RUFUS CRATER

FCC CLOSED the three-year-old record in the clear-channel case last week and undertook what was expected to be at least a six-week job of fashioning the decision which will decide the fate of clear channels and the bid for power up to 750 kw.

The record, a voluminous maze of maps, charts, surveys and both expert and lay testimony, was closed late Wednesday after three days of oral arguments in which the Commission, sitting *en banc* was variously told that it should:

1. **Maintain clear channels, lift the present 50-kw ceiling on power and permit at least 20 specified clear-channel stations to operate with 750 kw (urged by Clear Channel Broadcasting Service).**
2. **Keep the 50-kw limit on power and break down clear channels (advocated by Regional Broadcasters Committee).**
3. **Maintain the status quo (basic position of NBC and CBS).**
4. **Urge or require changes in the network affiliation of clear-channel stations while granting them power increases; or, lacking that, decide breakdowns on a channel-to-channel basis upon a consideration of the use to which each is being put (requested by ABC).**

Variations of these proposals were offered by other participants, but without exception the basic arguments and recommendations were identical with those submitted in the briefs filed a week earlier [summarized in BROADCASTING, Jan. 19].

KSL, WLW Support Move

KSL Salt Lake City and WLW Cincinnati, both 1-A stations, supported the move for power above 50 kw. A group of daytime stations recommended retention of some clear channels and breakdown of others, to permit assignment of more local and other lower-powered stations. National Assn. of Educational Broadcasters said breakdowns should be made on a channel-to-channel basis after comparing NAEB daytime clear-channel stations' service with that of the dominant station in the areas where interference might result from duplicate nighttime operation.

Though the Commission could yet reverse its decision to exclude FM data from the hearing—which drew a particularly sharp reprimand from CBS—authorities regarded such a development as extremely unlikely despite the fact that FM information was originally ruled out on a 3-to-3 vote and even though Comr. Clifford J. Durr broached the subject indirectly in questioning during oral argument.

To reopen the record for FM evidence, it was pointed out, would necessarily protract the hearing to a point where FCC could not decide the case in time to meet the May 1 deadline for submitting U. S. proposals for revision of the North American Regional Broadcasting Agreement. Authorities agreed that the NARBA factor was a prime influence not only in the exclusion of FM data but also in the need for a decision as soon as possible on the basis of the record as it now stands.

Deviations from the written briefs in the case came almost solely in response to questioning from the Commission or in reply to arguments advanced by other participants.

One contention in the nature of a bombshell was tossed in by Paul D. P. Spearman, counsel for the regional group, when he warned the Commission that some states might very well go into the Supreme Court and have FCC haled up for violation of the equitable-distribution section of the Communications Act if the present clear-channel allocation is allowed to continue.

Tells What Suit Would Do

He argued that such a suit in effect would charge FCC with "malfeasance, misfeasance and failure to discharge its duties," and he predicted that if such a suit were brought the Supreme Court would order the Commission to enforce the Act's provisions.

Louis G. Caldwell, counsel for the clear-channel group, contended on the other hand that there was no justification for such a claim and that any law school which taught such procedure "should be taken off the approved list."

The NARBA effects of FCC's decision on both clear channels and power were debated heatedly.

CCBS argued that the U. S. can protect itself against "inroads" by other nations only by maintaining its present clear channels and authorizing their use with higher power. RBC called this argument "silly" and said the best protection would come from duplication of clear channels and the use of directional antennas to lay down strong signals in sections nearer international borders.

"Pour it into [Cuba and] Mexico with a directional antenna," Mr. Spearman declared, "and they won't use [the channel]. . . . They'll run like the dickens."

CCBS, NBC and CBS reasoned that 1-A's would become 1-B's under NARBA if they are duplicated, but the regional group denied this argument and countered that clear-channel broadcasters actually were inviting inroads by other countries through their argument that clear-channel signals in distant areas need strengthening by higher power. RBC claimed other nations can operate within the provisions of NARBA and still cause interference to U. S. clears, and asked why the U. S. then should not duplicate its own 1-A channels.

CCBS insisted that the U. S. should abandon, "after 11 years," its "policy of surrender" in NARBA negotiations, and warned FCC that the only solution is to show, before the NARBA treaty negotiations in Canada next August, "that we intend to use higher power."

While NBC agreed that higher power would strengthen U. S. in its NARBA negotiations CBS spokesmen felt it might lead other nations to ask the U. S. to give up additional channels.

Members of the Commission repeatedly queried participants on the subject of FCC's program rights, particularly with respect to the portion of the CCBS plan which envisions affiliation changes among the proposed 750-kw stations. Chairman Wayne Coy in

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FCC Gets AT&T FM Inter-City Rates

Charges Almost Double Those for Class A AM Channels

FM BROADCASTERS were advised of the proposed costs for 15,000-cycle inter-city transmission when AT&T filed rates for this type service at FCC Monday. Word that rates were ready for filing came during an informal FM-AT&T conference held at FCC Jan. 13 [BROADCASTING, Jan. 19].

Basic monthly airline mile cost for 16 consecutive hours is $10, as compared with $6 for present AM Class A audio channel rates. Station connection costs for the new service will be about double the cost for 5,000 cycle (See table below).

Rates will be effective Feb. 19, 1948, unless FCC disapproves. It is likely that an FCC ruling will be announced before that date. Under these proposals a New York-to-Washington monthly transmission would cost $2,360, including station connections, based upon an airline mileage of 206 miles. This compares with a figure of $1,386 for 5,000 cycles.

Presently New York, Philadelphia and Washington are equipped to go ahead with the 15,000-cycle transmission. AT&T's New York office said the company was ready to supply a "modest amount" of inter-city service between other "major cities" on a month's notice. For larger networks, which included smaller cities not on main lines, AT&T estimated a year's advance notice would be required.

Transmission would be possible over three types of cable—Type J, open wire; Type K, paper covered cable; or coaxial cable, Type L.

Use of coaxial cable in 15,000-cycle FM transmission for hire is probably permissible, FCC officials opined, because the experimental limitation on coaxial cable use is confined at present to video transmission.

Outline of Charges

AT&T outline the charges as follows:

For occasional or part-time service a transmission link between cities will cost 28c per airline mile for the first hour of use, and one-quarter of that for each additional consecutive 15 minutes of use.

In addition, the station connection costs per month would be $60, plus $3 for each additional hour of use.

The part-time rates are subject

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COMPARISON OF 5,000 AND 15,000-CYCLE TRANSMISSION COSTS, NEW YORK-WASHINGTON HOOK-UP*

Classification	5,000 cycle (AM)	15,000 cycle (FM)
Occasional, part-time:		
Hourly rate, 1st hr.	$30.90	$57.68
Additional consecutive 15 minute periods	7.72	14.42
Connection Charges (2 stations)	40.00	120.00
Additional hrs. (1 hr.)	1.75	3.00
Monthly Rates:		
For 16 hrs. daily	$1,236.00	$2,060.00
Additional cons. hrs.	20.60	41.20
Connection charges (2 sta.)	150.00	300.00
Additional hrs. (1st hr.)	15.00	25.00
Next 2 hrs.	15.00	25.00
Next 5 hrs.	15.00	25.00

* Rates estimated on basis of 206 airline miles.

CONVENTIONS

Parties Are Agreed on TV, AM, Film Press Plans

NEEDS of radio, television, motion picture and press facilities for covering this summer's Republican and Democratic conventions in Philadelphia were worked out on a tentative basis Wednesday (Jan. 21) with a surprising minimum of conflict between the various media.

Spokesmen for AM, FM, TV and other news covering agencies met with representatives of the two political parties and officials of Philadelphia's municipal facilities, including Joseph A. Roletter, official architect, to discuss modifications necessary to Convention Hall in order to provide proper facilities.

The group, comprising more than 50, made an inspection of the Convention Hall site, and in the middle of its floor, while workmen were pounding away at props to conduct an indoor track meet there, the convention planners tried to decide on the apportionment of facilities.

Aural radio, press and movies each were quickly disposed of, but a conflict arose between TV and still camera positioning. John Bendick of CBS-TV, New York, spokesman for the TV live camera positioning, finally broke the deadlock by suggesting building of a double tier stand at approximately balcony height, with the lower tier for still camera Big Berthas, and the upper tier for the TV electronic cameras. Altogether, seven TV electronic cameras will be used in the hall, installed in five different locations.

An expected conflict between newsreel and TV film coverage or between newsreel and TV electronic camera coverage did not occur. The six motion picture companies merely asked for the same facilities they have had in previous Philadelphia conventions. Since such facilities did not interfere

(*Continued on page 86*)

AS WNHC NEW HAVEN, Conn., prepares to launch its television station late in the spring, negotiations are completed for equipment. Seated beside Patrick J. Goode (center), president of Elm City Broadcasting Corp., WNHC licensee, are Lawrence Phillips (l), director of DuMont Television Network, and Herbert Taylor, director of sales for the Allen B. DuMont Labs, which will supply all the equipment. Standing, l to r: James T. Milne, general manager of WNHC; Aldo De Dominicis, secretary-treasurer of Elm City Broadcasting, and Michael J. Goode, member of WNHC sales staff.

KTLA HINTS AT BOOST IN TV RATES BY JULY

ALL ADVERTISERS on KTLA, Hollywood television outlet of Television Productions Inc., can obtain a contract only until July 1, it was confirmed last week by Klaus Landsberg, general manager.

Although he said no specific plans had yet been set for rate increases, he indicated that an increase of sets in the market would justify same. At present Los Angeles reputedly has some 12,000 sets.

Simultaneously Mr. Landsberg announced that General Electric Supply Corp. had purchased weekly half-hour live program, *Pantomime Quiz* under a 13-week contract. Placed direct, the program is packaged by Mike Stokey.

6 MORE TV

New Applications Make Total 89

APPLICATIONS for six new commercial television stations—including two for Houston, Tex.—have been received by FCC during the past week. Pending video requests now total 89 after new additions and adjustment for three authorizations on Jan. 16 (See separate story).

The cities and applicants:

Hartford, Conn.—The Hartford Times Inc. (WTHT, WTHT-FM), Channel 10 (192-198 mc).

Houston, Tex.—The Houston Post Co. (KPRC, KPRC-FM), Channel 4 (66-72 mc).

Houston, Tex.—Roy Hofheinz (75% owner KTHT and KOPY [FM]), doing business as Texas Television Co., Channel 7 (174-180 mc).

Columbus, Ohio—Picture Waves Inc., Channel 6 (82-88 mc).

Atlantic City, N. J.—Neptune Broadcasting Co. (WFPG, WFPG-FM), Channel 8 (180-186 mc).

Buffalo, N. Y.—New England Television Co. Inc., Channel 9 (186-192 mc).

WTHT in its television request has asked the Commission that it be consolidated with the other applications for the area to be heard by FCC on Feb. 16. These are Travelers Broadcasting Service Corp. (WTIC), Connecticut Broadcasting Co. (WDRC WDRC-FM), Yankee Network Inc. (WONS), all Hartford, and New Britain Broadcasting Co. (WKNB New Britain). WTHT seeks power of 29.1 kw visual and aural. Cost given is $254,035 with monthly operating expenses $10,000. Expected revenue was declared "unknown."

VIDEO PARADE
On air: 18.
Licensed: 7.
CP's: 70.
Pending: 89.

KPRC proposes to spend $249,135 for its initial video facilities, according to the application. No monthly operating figures or other proposed investments were cited [CLOSED CIRCUIT, Jan. 19]. Power asked is 17.1 kw visual and 9 kw aural. A "token" amount (10%) of commercial programs is expected during the first year's operation.

Roy Hofheinz, chief owner and managing partner of KTHT and KOPY (FM) Houston, plans to invest $217,400 in his video outlet. Monthly operating cost is set at $10,000 with monthly revenue of $12,500 indicated. Power of 19.2 kw visual and aural is requested.

Picture Waves Inc., which sought Channel 6 or any other facility which may be assigned by FCC, requests power of 18 kw visual and 9 kw aural. Cost is given as $207,700 with monthly expenses $9,000 and revenue $11,000.

Ownership of the Columbus applicant includes Edward and Prudence Lamb, principal owners of Unity Corp., operating WTOD and WTRT (FM) Toledo and whose FM applications for Mansfield and Springfield, Ohio, have been continued in hearing despite disposition of associated cases [CLOSED CIRCUIT, Jan. 19]. The Lambs also have an interest in Dispatch Inc., video applicant at Erie, Pa.

Stockholders of Picture Waves Inc. are: Elmer E. Schatz, president, Truck-Tractor Co., president and 24%; Louis W. Adams, attorney, vice president 6.4%; Edwin Q. Brandt, public accountant and tax consultant, treasurer 4%; Richard D. McCann, attorney, secretary 4.8%; Dale D. Rapp, attorney, director 6%; Lowell Goerlich, Toledo attorney, director 4%; Mark Flanagan, publisher of trade publications, 4%; Charles J. Martin, professional photographer, and ex-city editor of the Mansfield, Ohio, Journal, 0.8%; Prudence H. Lamb, 24%, and Edward Lamb, Toledo attorney, 22%.

WFPG plans to use power of 1 kw visual and 0.5 kw aural on Channel 8. Cost is estimated at $125,070. Monthly operating cost of $3,500 is expected and no amount was given for revenue.

New England Television Co. which has tendered applications for several cities including Boston, Fall River, Springfield and Wor-

(*Continued on page 74*)

Television stories, on other pages, in this issue:

CBS Gets Video Rights for Kentucky Derby ..... p. 16
L&M Sponsoring Giants on WNBT ..... p. 16
Arries DuMont Sports Director; Compton WTTG Manager ..... p. 28
WAGA-TV Using Department Store Tests ..... p. 30
Robinson-Lloyds to Use TV Spots in 10 Cities ..... p. 32
TV Set Rentals Begun in Philadelphia ..... p. 36
Hooper to Begin New York Video Survey ..... p. 38
Television Tours Boston ..... p. 44
Bob Trout to Do NBC Video Newscast ..... p. 44
Phone Survey 'Out' in TV, Says Roslow ..... p. 53
Radar Components in Video Equipment Prompts Export Ban ..... p. 54
Prockter Productions Adds TV Dept. ..... p. 55
Half of U. S. in TV's Scope by End of '48—Kersta ..... p. 73
TV Spots Aid New York Veterans ..... p. 75
Lake Erie TV Reshuffle Seen to Protect Canada ..... p. 75
Ford, GF to Sponsor Track Meets Telecasts ..... p. 79
Hollywood's Ad Club Told 'Video Is Here' ..... p. 85
Action on Theatre Video Asked Now ..... p. 86
San Diego, Cincinnati, New Orleans Get Television Grants ..... p. 86
WABD Monthly Income Rises to $50,000 ..... p. 86
Video Takes Mystery Out of Capitol Hill ..... p. 86

For television personnel changes, programs, etc., see various note departments in this issue.

IT TAKES MORE THAN POWER

(but which we have!)

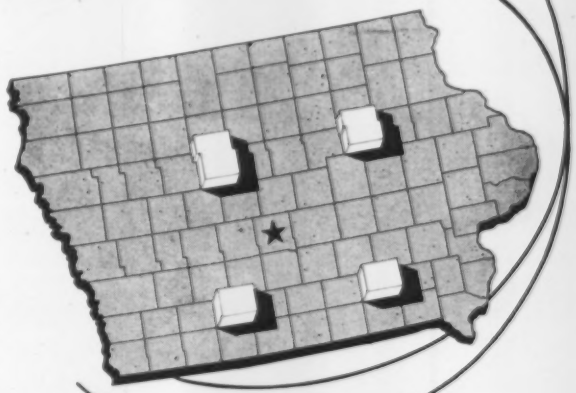
to attract and hold an audience!

TAKE THESE FOUR IOWA COUNTIES, FOR INSTANCE

IN IOWA, as in your own locality, people listen most to the station that gives them *the best radio fare*—regardless of signal strength, if "adequate".

Each of the four Iowa counties featured at the right is fairly distant from Des Moines. Each has its own local radio station, giving an excellent signal in its own home region. And each is also served by many other stations, large and small. Yet the 1947 Iowa Radio Audience Survey discloses that, from 5:00 a.m. through 6:00 p.m., *WHO's four-county average percentage of listening is 46.2!*

There is only one answer to such listener-preference. That answer is *Top-Notch Programming—Outstanding Public Service.* Write for your copy of the 1947 Iowa Radio Audience Survey and see for yourself.



WHO

+ *for* Iowa PLUS +

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives

WBAL Hits FCC on Blue Book Issue

Opinion of Appeals Court Cited by Station In New Request

WBAL Baltimore asked FCC anew last Thursday, in the light of the opinion issued by the Court of Appeals for the District of Columbia [BROADCASTING, Jan. 19], to withdraw its Blue Book's references to WBAL's operations or to "correct or retract the libelous statements contained therein."

The Baltimore clear-channel station also asked for postponement of the resumption of the hearing, slated today (Monday), on the WBAL license-renewal application and the competing application of Drew Pearson and Robert S. Allen for WBAL's facilities (1090 kc, 50 kw).

The Commission, which twice has denied WBAL petitions for "correction" of its Blue Book references, was reminded that the Court of Appeals in its opinion "pointed out that the legal wrong arising out of the libelous statements of the Blue Book went beyond any action on the renewal application . . ."

WBAL requested "an opportunity to argue [its] petition orally before the Commission *en banc* at the earliest convenient date," and said that if "additional proof of the falsity" of the Blue Book references seems necessary or desirable, then WBAL would like "an immediate opportunity, in either a formal or informal proceeding, to make such proof."

The Hearst Radio station contended that FCC "cannot in the face of the opinion rendered by the Court of Appeals, any longer permit these injurious statements [of the Blue Book] to remain outstanding, their libelous character and the inherent unfairness of the Blue Book condemnation of WBAL having been established."

The petition "assumed that the Commission concurs" in the statement of the Report of the House Committee on the Judiciary in connection with the law prohibiting imposition of unauthorized sanctions. That statement, it was pointed out, said:

One troublesome subject in this field is that of publicity, which may in no case be utilized directly or indirectly as a penalty or punishment save as so authorized. Legitimate publicity extends to the issuance of authorized documents, such as notices or decisions; but apart from actual and final adjudication after all proceedings have been had, no publicity should reflect adversely upon any person, organization, product or commodity of any kind in any manner otherwise than as required to carry on authorized agency functions and necessary in the administration thereof. It will be the duty of agencies not to permit informational releases to be utilized as penalties or to the injury of parties.

WBAL noted that in denying its previous pleas for correction of the Blue Book, FCC "did not . . . . deny that the statements contained in the Blue Book are false and that their falsity is apparent from the Commission's own records. The Commission. . . . treated [WBAL's] request for relief solely in the light of [its] pending application for renewal of license for WBAL. The District Court took the same view in dismissing the complaint."

The Court of Appeals, upholding the District Court dismissal of the complaint, ruled that the Blue Book is not an agency action of the sort for which court review is provided in the Administrative Procedure Act. Nevertheless the District Court held that "it is obvious upon the face of the Blue Book itself that the comparison from which the Commission drew an

(*Continued on page 80*)

WGTM

Wilson, N. C.

Takes pleasure in announcing

The appointment of

WEED & COMPANY

as

National Representatives

Allen E. Wannamaker, *Manager*

5,000 WATTS FULLTIME ON 590 KC SOON

Mundt Bill Passed; Sent to President

Senate Amendments Accepted Without Debate

NEW MUNDT Bill was speeded to the White House last week after the House followed suit of the Senate [BROADCASTING Jan. 19] and gave unanimous approval to the revised bill.

Senate amendments were adopted by the House without debate. One of these, the Ball Amendment, requires the State Dept. to look into the matter of utilizing private industry in the "Voice" operations.

The measure gives authorization to the "Voice" program but does not provide funds which will come under separate legislation. President Truman, in his budget message, had asked a total of $44,000,000 for the whole foreign information program to carry it from now through the end of the next fiscal year. Of this, the International Broadcasting Div., under which the "Voice" operates, is expected to receive about $25,000,000.

The bill provides for a foreign information program and educational exchange service, both under the Secretary of State. He would be advised, however, by two bipartisan non-governmental boards, one for each phase.

The anticipated increase in appropriations is expected to increase the scope of the the program, which has fallen off considerably in the past year (see separate story page 32).

Sydnor & Hundley

RICHMOND, VIRGINIA

Sydnor & Hundley, one of the South's finest and largest home furnishing stores, has been making homes in the Southern and Middle Atlantic States lovelier and more livable for three generations.

Sydnor & Hundley—"A Great Name in Home Furnishings"—exerts a significant influence upon the postwar home furnishing trends in this section of the nation.

A 13-week W-L-E-E test was so successful . . . this fine old southern firm immediately renewed for 26 weeks more.

W-L-E-E gets results!

W-L-E-E

Mutual . . . in Richmond

TOM TINSLEY, President **IRVIN G. ABELOFF, Gen. Mgr.** ***Represented by Headley-Reed***

*IPANA for the smile of Beauty

WHHM for that Smile of Satisfaction!

We Believe That A satisfied Client Is One Who Can Look At the Cash Register and See Returns.

That's Why We're Proud of Our Active Audience That Makes for High Hoopers and Makes for the nearest store When a Product or Service is WHHM-advertised.

For that Smile of Satisfaction when you look at Memphis, use the Station that Delivers.

MORE LISTENERS PER DOLLAR IN MEMPHIS

Have "The Smile of Beauty" like the time-buyers who use WHHM for sales producing Results. Just ask the Forjoe & Co. rep for availabilities.

Member ASSOCIATED PRESS

WHHM

The Mid-South's Only 24 Hour Station

Memphis, Tenn.

Patt McDonald—General Manager

Forjoe & Co., National Reps.

* A Nice Shining Grin to IPANA For This One.

Liquor Ad Revenue Threatened by Bill

Radio Stands to Lose $7,000,000 If Rankin Measure Passes

ABOUT SEVEN MILLION dollars worth of beer, ale and wine advertising would be lost to radio under provisions of H.R. 4983, a bill introduced in the House last week which would make it unlawful for stations to broadcast advertising for any alcoholic beverages.

No hard liquor advertising is broadcast, through a voluntary ban by distillers, as well as general radio policy. But beer and ale radio time is estimated at $5,000,000 a year and wines add approximately $2,000,000 more [BROADCASTING, Sept. 15, 1947].

Authored by Rep. John Rankin (D-Miss.), the bill also would make it illegal to transport from state to state, by mail or otherwise, liquor advertising in any newspaper, periodical, newsreel, photographic film, or record for mechanical reproduction.

Violations would bring a fine of from $100 to $1,000, or a prison term of six months to one year, or both. For subsequent violations the penalty would be not less than one year imprisonment.

The Bill was referred to the House Interstate Commerce Committee for further consideration.

Flanigan, Fort Industry Executive, Is OAB Head

E. Y. FLANIGAN, director of Toledo operations for the Fort Industry Broadcasting Co. (which includes WSPD Toledo), is the new president of the Ohio Assn. of Broadcasters. Other officers, elected at association's annual meeting at Dayton Jan. 16, are: Eugene Carr, director of WHBC Canton and WPAY Portsmouth, vice president, and Fred Bock, sales manager of WADC Akron, secretary-treasurer.

The retiring officers include: John Pattison Williams, WING Dayton, president; Mr. Flanigan, who moved up from vice president to president, and Carl Everson, WHKC Columbus, secretary-treasurer.

More than 100 Ohio radio executives attended the meeting. Miss Lee Hart, head of the retail section of NAB's Broadcast Advertising Dept., led a roundtable discussion.

Vanda Elected

CHARLES VANDA, independent producer-director, was elected president of the Hollywood Radio Directors Guild unit in an election conducted Jan. 20. Serving with him for the 1948 term are Carleton E. Morse, vice president; Gordon Hughes, secretary; Murray Bolen, treasurer. The new board of directors includes Ed Cashman, Sterlin Tracy, Ted Bliss, Tomas Freebiarn-Smith and Dick Mack.

MINATURE dirigibles afloat on Harriet BeLille's desk at Gray Advertising Agency are publicizing the WINS New York Dirigible Promotion Contest. Bill Losee (l), WINS sales manager, and Eldon Park, WINS manager, explain that the actual dirigible flying over the WINS area carries the word "Reylocs" on its side. Listeners are asked to unscramble the word and send it to the station with a letter on why they listen to WINS. Miniature blimps were sent to radio departments of New York agencies.

Dawson to Quit as CAB Chief After Convention

HARRY DAWSON, manager of Canadian Assn. of Broadcasters, resigned last Tuesday, effective at the close of the CAB convention to be held in Quebec March 8-11.

Mr. Dawson became CAB engineer in 1944 and was made manager of the association in 1946. He plans to return to the radio engineering manufacturing field.

A new manager will be appointed at the CAB convention.

Miss Erwin to Page

VIRGINIA R. ERWIN, sole FCC woman engineer, assigned to the hearing section, Standard Broadcast Division, Engineering Dept., has joined the Washington consulting engineering firm of Esterly C. Page. Before joining FCC in May 1946, Miss Erwin had been acting chief engineer of WGPC Albany, Ga., an all-woman station for a while during the war. Miss Erwin studied electrical engineering at U. of Tennessee.

Miss Erwin

Rule Waived

FCC last week announced that on its own motion it has waived Sec. 3.406 of its rules for all stations participating in March of Dimes program on Jan. 30, 11:15 p.m.-12 midnight (EST). Sec. 3.406 specifies frequency and manner of broadcasting station identification. Waiver has been made annually for this event.

How do you turn an

HONEST DOLLAR?

In your own backyard you probably know the answer. That's the way it is with us. Here in Big Aggie Land, for instance, we know that farmers' cash comes from the sale of livestock, poultry, crops and allied products. And believe us, they are getting plenty of cash. For the first nine months of 1947 *only*, here are the U. S. Bureau of Agricultural Economics figures for average cash farm income in the five states in Big Aggie Land:

South Dakota	$7,213
Iowa	$8,122
Nebraska	$7,571
North Dakota	$7,060
Minnesota	$4,918

Average Cash Income Per Farm — First Nine Months of 1947 Only

Here's Big Aggie's Share

We repeat, that money came from selling livestock, poultry and crops. Now take a look at the percentage of the entire five state total of those products found in the WNAX BMB area.* Big Aggie's share is 74% of *all* cattle; 71% of *all* milk cows, 68% of *all* swine, 72% of *all* poultry and 73% of *all* turkeys. Yes, Big Aggie reaches the big share of this rich five-state market. And WNAX is the favorite station with the farmers who make the kind of money shown above. Let us or a Katz man give you the details of a WNAX program that will sell your product in this tremendous market.

** Does not include BMB counties in Kansas, Wyoming, Montana or Canada.*

WNAX is available with KRNT & WMT as the Mid-States Group. Ask the Katz Agency for rates.

A Cowles Station

WNAX

SIOUX CITY - YANKTON AFFILIATED WITH THE AMERICAN BROADCASTING CO.

AFA SELECTS 5 JUDGES FOR AWARDS CONTEST

THE ADVERTISING Federation of America last week announced the naming of a five-man committee to judge entries in the eighth annual AFA awards competition for advertising club achievement.

The judges will include Ben Duffey, president, BBDO; Gene Flack, advertising director, Sunshine Biscuits Inc.; Frederic R. Gamble, president, AAAA; Robert M. Gray, manager, Standard Oil Co. of New Jersey Advertising-Sales Promotion Dept., and Edwin F. Thayer, publisher, *Tide* magazine.

The closing date for entries is May 17, according to Elon Borton, AFA president. The awards are to be presented at the federation's 44th annual convention in Cincinnati June 13-16.

K & E Realigns Personnel After Adding Ford Division

EXTENSIVE personnel and operations realignments will take place at Kenyon & Eckhardt, New York, as a direct result of the appointment of that agency to handle the Lincoln-Mercury Division of the Ford Motor Co. [BROADCASTING, Jan. 12], it was announced last Tuesday.

William Bennett Lewis, vice president and director of radio of the agency, effective Feb. 1 becomes vice president and account supervisor in charge of the Ford and Lincoln-Mercury account and a general executive. Mr. Lewis has been with the agency for the past three years. During the war he was co-ordinator of the Office of Facts and Figures and prior to that he was a vice president of CBS.

Mr. Lewis

Mr. Erikson

Leonard F. Erikson, radio manager and account executive on U. S. Steel with BBDO, New York, has resigned to join K&E as vice president and director of radio succeeding Mr. Lewis. Carroll Newton, who has been doing account executive work with BBDO, will take over Mr. Erikson's duties at BBDO as radio manager and account executive.

It was understood that Otis A. Kenyon, chairman of the board of K&E, will personally handle the sales promotion on the motor car account. Paul Baur has resigned from J. Walter Thompson Co. as account executive and copywriter to join K&E in sales promotion on the new account.

Neil Mulhern, who has been manager of WXYZ Detroit for the past three years will join the agency in Detroit as vice president and will work on the account in Detroit.

E. W. Newsom, account executive with K&E in New York, has also been appointed vice president.

$6 Million Account

The six-million-dollar Lincoln-Mercury account will use newspapers and magazines and the agency is said to be planning an extensive spot announcement campaign. J. Walter Thompson Co., which has had the account, relinquished it effective a fortnight ago. JWT, however, retains the Ford dealers who are sponsoring the *Fred Allen Show* on NBC, and continues to handle magazine and newspaper advertising for Ford motor cars.

The Ford Motor Co. which sponsors the *Ford Theatre* on NBC, Sundays, 5 to 6 p.m. is handled by Kenyon & Eckhardt. The Lincoln-Mercury Division helps defray a part of the expense on that show. Commercials for all three cars, Ford, Lincoln and Mercury, are used on the program.

The total amount of Ford-Mercury-Lincoln billing for the agency is estimated at approximately $10,000,000.

K&E also plans to open new offices throughout the country to handle the new business. One source told BROADCASTING that he estimated that more than 70 people across the country would be hired.

Chevrolet Telecasts

CHEVROLET dealers in eight cities will sponsor telecasts of the Winter Olympics on video stations in their communities by means of films specially made for them by Konstantin Kalser of Graphic House. Quarter-hour pictures of each day's events at St. Moritz starting Jan. 30 will be taken and flown to the United States for broadcast a day or two later. The ten-day series will be broadcast by WABD New York, WBKB Chicago, WWJ-TV Detroit, KSD-TV St. Louis, WFIL-TV Philadelphia, WMAR-TV Baltimore, WTTG Washington and KTLA Los Angeles. Arrangements were made for the Chevrolet dealers by Campbell-Ewald Co., agency for the Chevrolet Division of General Motors Corp.

CBS
WGST
ATLANTA
Georgia's 2nd Station in Family Coverage
According to Broadcast Measurement Bureau

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

In the heart of the corn, beef and pork producing Midwest is the BIG Omaha stock market that is today within a steak and maybe a chop or two of being the BIGGEST in the world! Reporting market news from the BIG market over KFAB is Hart Jorgensen, Executive Director of the Livestock Foundation of Omaha. He makes the market news come to life by using names of people in the BIG KFAB area. When you want your BIG story to be a BIG success in a BIG market . . . use the BIG station, KFAB.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE

In Utah, land of magnificent distances, there are *plenty* of people, but most of them are concentrated within the *KDYL oval* — the nine rich counties surrounding Salt Lake City.

Here's what the percentage statistics say:

	In KDYL 9-County Oval	In the Remainder of Utah
Population	78.67%	21.33%
Retail Sales	84.25%	15.75%
Buying Income	86.62%	13.38%

Cover the 9-county oval and you reach the responsive and profitable Utah market. Throughout this area KDYL is the *popular* station.

National Representative: John Blair & Co.

Support for JCP

JAMES C. PETRILLO'S ban against recording in the U. S. will be backed by the boys from down under, the Musicians Union of Australia, it was learned last week. The Aussies, without mention of the decision by British musicians to begin making records for export to American consumers, said they would refuse to make records for export to the U. S.

New 1-kw Georgia Outlet Is Launched at Columbus

WSAC COLUMBUS, Ga., new full-time 1-kw Mutual affiliate went on the air Jan. 14, on 1460 kc. The station, owned by Chattahoochee Broadcasting Co., plans formal dedication sometime in the spring.

Officers of the licensee firm are: William K. Jenkins, president; Edwin Mullinax, vice president, and Willis J. Davis, secretary-treasurer. Mr. Mullinax, who was general manager of WLAG LaGrange, Ga., for seven years, is general manager. Other staff members include Mrs. Frances Smith, previously on sales staff of WRBL Columbus, commercial manager; Hudie M. Brown, chief engineer; Jim O'Donnell, formerly with WIBK Knoxville, program director; Henry East, with previous experience at WDAK Columbus and WAGA Atlanta, chief announcer; Bob McGarity, announcer; Benson Pressly, sales and promotion staff; Roger Forget, George Lawrence and Bill Wadsworth, engineers, and Garnet Brunty, receptionist.

WSAC studios are at 1028 Broadway in downtown Columbus and the transmitter one mile east of the city. Studio and transmitting equipment are RCA. Two 170-ft. towers are being utilized.

WBUZ-FM Broadcasting

WBUZ-FM Bradbury Heights, Md. began operations Jan. 18 as a full time outlet (7 a.m. to midnight) with 1 kw on 96.7 mc, channel 244. Studios are located in the WM & A Motor Lines Bldg. just across the Washington, D. C. line at 1510 Southern Ave. S. E. Officials include Arthur B. Curtis, furniture dealer, president; A. K. Porter, formerly with WWDC Washington, vice president and commercial manager; L. L. Altmann, president of WM & A Motor Lines, general manager and treasurer; and Gordon Shaw, formerly with WMAL Washington, program director.

RCA VICTOR last week inaugurated a series of "Open Plant" two-day tours of its manufacturing facilities to acquaint home instrument distributors and their salesmen with the know-how behind the company's products.

John McCormick Succeeds Pribble as WTAM Mgr.

Mr. McCormick

Mr. Pribble

JOHN McCORMICK, NBC central division account executive, will succeed Vernon Pribble, resigned, as manager of WTAM Cleveland, NBC-owned-and operated station, the network announced last week. The appointment is effective Feb. 1. [BROADCASTING, Jan. 19].

Mr. McCormick, formerly manager of WKRC Cincinnati, started his radio career with WGBS New York (now WINS) in 1930.

WKOW MADISON, WIS., ON AIR WITH 10 kw

WKOW began operations Jan. 19 at Madison, Wis., with 10 kw fulltime on 1070 kc. Licensee is Monona Broadcasting Co. Staff is headed by H. H. Packard as general manager.

Mr. Packard

Mr. Packard, whose first radio job was that of musical director at KFKX, Westinghouse experimental station at Hastings, Neb., in 1923, formerly was general manager of KGBZ York, Neb., and later was director of KFEQ St. Joseph, Mo.

Ken Dillon, who was associated with Mr. Packard at KFEQ, is program supervisor of WKOW. He also has had experience at KVAK Atchison, Kan., and during the war managed the AFRS station in Chanyi, China.

Heading WKOW's news and special events department is Michael Hinn. His previous radio jobs have included commentator at WLW Cincinnati, actor and announcer at WHA Madison, Wis., news editor and announcer at WWNC Asheville, N. C., and program director of KFJM Grand Forks, N. D.

In WKOW's sales department is Harlow Chamberlin, formerly on the sales staff of WIBA Madison. Director of women's programs is Esther Hotton, formerly head of WHA's production department and director of women's programs for WQQW Washington. Chief engineer is Vincent A. Vanderheiden previously with WHBY and WTAQ Green Bay, Wis., and WIBA.

WEEKLY PROGRAM schedules of W8XCT Cincinnati are being mailed to owners of Philco television sets and Philco dealers by Tri-State Distributing Corp., Cincinnati handler of Philco sets. W8XCT is Crosley Broadcasting Corp. experimental video station.

THEY CAME TO US WITH THEIR GUITARS AND PLAINTIVE MELODIES...

and we put them on the air... these rugged mountaineers from the hills of Tennessee and Kentucky. America loved them at once... America wanted more... And WSM-originated programs spread across the whole nation.

Now we realize we have helped preserve a vital part of America—its folk-music. And the fact that it has helped make WSM one of the nation's best-loved radio stations is secondary to the much more important fact—that we have done a sincere programming job for these people whose isolation deprives them of so much else.

HARRY STONE, GENERAL MANAGER • EDWARD PETRY & COMPANY, NATIONAL REPRESENTATIVES

WSM
Air Castle of the South
650 KILOCYCLES
50,000 WATTS
NBC AFFILIATE
CLEAR CHANNEL
NASHVILLE

ARE YOU FACING A COLD SNAP (Ky.)?

Take our advice and lay off Snap (Ky.). Hot or cold, the business just ain't there. But let us shake yo' hand, chum — WAVE doesn't expect even a frosty reception in Snap, either!

On the other hand, if you want the traditional warmth of a Kentucky welcome, try the Louisville Trading Area — which has more people, who buy and sell more goods, than the rest of the State, combined! And with WAVE covering this area like a blanket — man, what a set-up for bundling!

So leave us clasp each other to our ample buzzoms, and talk to the swell folks in WAVE's concentrated listening radius. Our latchstring's out, our prices are low. Come see what gives when WAVE turns on the heat!

LOUISVILLE'S
WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

ARRIES AND COMPTON PROMOTED BY DuMONT

LESLIE G. ARRIES, manager of WTTG Washington, has been named national director of sports for the DuMont television network, for which WTTG is the Washington owned and operated station. He will maintain offices in both Washington and New York and will continue as the network's Washington representative.

In announcing the appointment, Lawrence Phillips, director of the network, said that it "emphasizes the DuMont feeling that the development of network transmission facilities will make outstanding sports available to televiewers on a national instead of a local scale in the not-distant future. We intend to be prepared to supplement our present local sports programs with national sports pickups as these facilities become available."

A Chicagoan, Mr. Arries played football, baseball and basketball at Northwestern U. in 1915, 1916 and 1917. He was chosen All-American end in 1917. He is president of the Touchdown Club of Washington.

* * *

Walter Compton has been appointed general manager of WTTG, succeeding Mr. Arries. Since June of last year Mr. Compton has served as executive assistant to Mr. Arries, in addition to doing a regular daily video news show. Previously he was director of news and special events for WOL, Washington outlet of MBS, which for eight years he represented as White House announcer.

D-F-S LEADS IN TIME BILLINGS ON NETWORKS

DANCER-Fitzgerald-Sample Inc., for the 14th year in succession, heads the list of advertising agencies in gross radio time network expenditures, according to figures released last week by the four national radio networks showing the total radio billing of all advertising agencies.

Second on the list was J. Walter Thompson Co.

The ten leading agencies and their gross radio time network billings during 1947 are as follows:

Dancer-Fitzgerald-Sample, $21,155,292; J. Walter Thompson Co., $10,707,632; Foote, Cone & Belding, $8,832,948; Benton & Bowles Inc., $8,121,330; Compton Adv. Inc., $8,013,823; Young & Rubicam Inc., $7,951,155; BBDO, $6,734,620; The Biow Co. Inc., $5,826,277; Kenyon & Eckhardt, $5,718,878; Ward Wheelock Co., $5,071,000.

In addition to its radio billing, Dancer-Fitzgerald-Sample placed more than 14 million dollars worth of advertising for their clients in other media.

EMERSON Radio and Phonograph Corp. last week reported an all-time high in earnings for the fiscal year ended Oct. 31, 1947. Net sales of Emerson and its wholly-owned subsidiaries for that period were $32,658,122, as compared with $23,088,882 for the preceding fiscal year.

FM Permits Given To Six Applicants

FCC Issues 4 of Them in Lieu Of Previous Conditions

CONSTRUCTION permits for two Class A and four Class B FM stations were reported by FCC last Monday as having been authorized Jan. 16. CPs in lieu of previous conditions also were issued for four Class B outlets.

WISH-FM Indianapolis was granted change of assignment from Channel 254 (98.7 mc) to Channel 242 (96.3 mc).

New Permits

The new permits and facilities covered were issued to the following:

Crawfordsville, Ind., WFMU, Journal Review—Class B, Channel 275 (102.9 mc), 14 kw effective radiated power, antenna height above average terrain 240 ft. Grantee, partnership, publishes daily Journal Review. Conditional grant was received April 17. H. Foster Fudge is majority owner. Others are Gladys C. Fudge, Martha F. Vance and W. Addington Vance.

Oak Park, Ill., Gale Broadcasting Co. Inc.—Class A, Channel 252 (98.3 mc), 770 w ERP, antenna 200 ft. Equal interest is held each by Bernard Jacobs, general manager, Brown Bag Co., president; Lester Jacobs, one-third owner, Castel Bakery, vice president, and Harry Brown, owner, Brown Bag Co., secretary-treasurer. Conditional grant was received April 10.

W. Yarmouth, Mass., E. Anthony & Sons Inc.—Class A, Channel 232 (94.3 mc), 1 kw ERP, antenna 160 ft. Grantee is owner WOCB (AM) that city as well as WNBH (AM) and WFMR (FM) New Bedford, Mass. Conditional grant was received April 23.

Asheville, N. C., WWNC-FM, Asheville Citizen-Times Co. — Class B, Channel 291 (106.1 mc), 6.5 kw ERP, antenna 760 ft. Grantee is licensee WWNC that city. Conditional grant was received April 14.

Oklahoma City, KTOK Inc.—Class B, Channel 282 (104.3 mc), 43 kw ERP, antenna 445 ft. Grantee is licensee KTOK (AM) that city. Conditional grant was received Nov. 11, 1945.

Washington, Pa., WJPA-FM, Washington Broadcasting Co.—Class B Channel 282 (104.3 mc), 5.8 kw ERP, antenna 390 ft. Grantee is licensee WJPA that city. Conditional grant was issued April 24.

The following were authorized CPs in lieu of previous conditions:

WKRS Keystone Printing Service Inc., Waukegan, Ill.—Class B, Channel 294 (106.7 mc), 12 kw ERP, antenna 555 ft.

WTOA Mercer Broadcasting Co. Trenton, N. J.—Class B, Channel 248 (97.5 mc), 13.7 kw ERP, antenna 375 ft.

WRRF-FM Tar Heel Broadcasting System Inc., Washington, N. C.—Class B, Channel 275 (102.9 mc), 29 kw ERP, antenna 360 ft.

WNJD H. C. Winslow, Meadville, Pa. —Class B, Channel 262 (100.3 mc), 10 kw ERP, antenna 585 ft.

Sinatra Seeks CP

FRANK SINATRA, radio and movie personality, last week filed application with FCC for a new standard station at Palm Springs, Calif., on 1260 kc, 1 kw, daytime. Mr. Sinatra prepared the application himself except for engineering section, handled by Bernard Assoc. Hollywood. He expects the outlet to cost $24,811.50 with monthly operating cost and revenue to be $3,350 and $4,700 respectively. Station's programs are to be no more than 60% commercial, according to the application. Fulltime operation is to be requested later.

VITAL TOOL FOR *Management!*

Use it to *SPREAD* the national debt!

WITH MANAGEMENT BACKING, PAYROLL SAVINGS PLAN CAN HELP BUSINESS AND NATION

In 19,000 companies, the Payroll Savings Plan (for the regular purchase of U. S. Savings Bonds) has made employees more contented in their jobs—has cut down absenteeism—has even reduced accidents!

In addition, of course, the Plan builds financial security for each participant. Each Bond pays $4 at maturity for every $3 invested.

But the Plan has other, far-reaching benefits—to business and to the nation—which are equally important to you.

SPREADING THE NATIONAL DEBT HELPS SECURE YOUR FUTURE

The future of your business is closely dependent upon the future economy of your country. To a major extent, that future depends upon management of the public debt. Distribution of the debt as widely as possible among the people of the nation will result in the greatest good for all. How that works is clearly and briefly described in the brochure shown at the right. Request your copy—*today*—from your State Director of the Treasury Department's Savings Bonds Division.

WHY EXECUTIVE BACKING IS VITAL

Employees still want the benefits of the Payroll Savings Plan. In fact, they *need* the P. S. P., because banks don't sell Bonds on the "installment plan"—which is the way most workers prefer to buy them. But wartime emotional appeals are gone. Human nature being what it is, the success of the Plan in your company is liable to dwindle unless a responsible executive keeps it *advertised*. The *reasons* for promoting it are as important as ever—to you, your company, and your country.

So—today—*check up* on the status of the Payroll Savings Plan in your company. *Act* on your responsibility to see that it is vigorously maintained.

The State Director will gladly help.

"The National Debt and You,"

a 12-page pocket-size brochure, expresses the views of W. Randolph Burgess, Vice Chairman of the Board of the National City Bank of New York, and Clarence Francis, Chairman of the Board, General Foods Corporation. Request your copy from the Treasury Department's State Director, Savings Bonds Division.

The Treasury Department acknowledges with appreciation the publication of this message by

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

This is an official U. S. Treasury advertisement prepared under the auspices of the Treasury Department and the Advertising Council

WAGA Speeds TV Plans; Demonstrations Started

WAGA ATLANTA, which has been conducting television demonstrations in the Georgia capital this month, hopes to have its video equipment installed in time to begin regular telecasting within six or eight months, according to James Bailey, manager of the station. A mobile unit, to be used by WAGA for TV demonstrations in Atlanta schools and in neighboring towns, was scheduled for delivery last week.

The first television demonstration under WAGA sponsorship was presented at J. P. Allen and Co., a women's style shop, a fortnight ago. Screen was set up on the first floor, and the televising took place in the fashion department on the second floor.

A second video demonstration was conducted by WAGA last week at Davison-Paxon, Atlanta store.

THE ESSO REPORTER was welcomed to northern West Virginia by this group of officials and dealers as the program began over WMMN Fairmont. Among the hundred or more men taking part in the ceremonies at WMMN were (l to r): Frank Hoferer, merchandising manager of Esso, W. Va. division; Lee Wailes, Fort Industry vice president; Tom Harker, Fort Industry national sales manager; Mike Flynn, Katz Agency; A. H. Martin, assistant to Esso division managers; Gordon Page, Marschalk & Pratt; Allen Haid, WMMN vice president; John Sehon, UP; W. H. St. Clair, Esso W. Va. division manager; Charles E. Smith, WMMN commercial manager; R. H. Crum, Esso radio director; Curt Peterson, Marschalk & Pratt.

On February 1, 1948

RADIO ADVERTISING COMPANY

Station Representatives

becomes

ROBERT MEEKER ASSOCIATES, INC.

The name alone will be different. Personnel, station list, offices, and telephones will all be the same to continue serving you and your clients in radio.

Robert D. C. Meeker, General Manager

Louis J. F. Moore, Eastern Manager
E. E. (Jim) Eshleman, Jr., Midwest Manager
Tracy Moore, West Coast Manager

Representing

WRTA Altoona, ABC • WDWS Champaign, CBS • WKBB Dubuque, ABC • WEST Easton, NBC • WARK Hagerstown, ABC • WKBO Harrisburg, NBC • WAZL Hazleton, NBC • WKMO Kokomo, CBS • WGAL Lancaster, NBC • WMAM Marinette, NBC • WMGY Montgomery, MBS • WBSR Pensacola, ABC • WRAW Reading, NBC • WHBL Sheboygan, ABC • WMBS Uniontown, CBS • WGAT Utica, ABC • WTVL Waterville, ABC • WJNO West Palm Beach, CBS • WDEL Wilmington, NBC • WORK York, NBC •

WIST, New FM Station, Takes Air at Charlotte

PENDING delivery of transmitter units which will enable it to utilize its authorized 50-kw effective radiated power, WIST Charlotte, N. C., new FM station, is operating with 5.8 kw. Station, a member of the Dixie FM Network, is owned by Surety Broadcasting Co. Its managing director is Ray A. Furr, formerly program director of WIS Columbia, S. C.

On the air since early this month, WIST is programming 3-10 p.m. daily and 10:30 a.m.-6 p.m. Sundays. It operates on 104.7 mc (Channel 284).

Dedicatory program included transcribed messages from the governors of both of the Carolinas.

New Canton FM Station Plans to Increase Power

OPERATING with 7.2 kw during its interim period, WHBC-FM Canton, Ohio, which went on the air Jan. 14, already has announced plans to increase power to its authorized 25 kw as soon as additional new equipment arrives.

The new station, operated by Ohio Broadcasting Co., is on 94.1 mc (Channel 231). It is originating its programs from the studios of WHBC, according to Kenneth L. Sliker, chief engineer. Present operating schedule is 1-4:05 p.m. and 6-9 p.m. Monday through Friday, 6:30-9:30 a.m. and 6-9 p.m. Saturday and 12 noon-3 p.m. and 7-10 p.m. Sunday.

The WHBC-FM antenna is a 27-ft. pylon mounted on one of the 330-ft. towers used by WHBC at its transmitter site near Richville, Ohio.

WLET (FM) in Toccoa, Ga., Is Operating 2-9:15 p.m.

WLET (FM) Toccoa, Ga., is now on the air on 102.9 mc, Channel 275. R. G. LeTourneau, president of R. G. LeTourneau Inc., manufacturer of heavy grading machinery, is the licensee of both WLET and WRLC Toccoa. At present the daily broadcast schedule of WLET is 2-9:15 p.m. The transmitter and 240-foot antenna are built on the peak of Currahee Mountain, which has an elevation of 1,940 feet.

Mr. Craig

Station management includes: Virgle Craig, manager; J. Carl Meeks, chief engineer; Sam Gaines, commercial manager; and Carrol Lee, program director.

KLAS Las Vegas, Nev., will join CBS as its 174th affiliate when it goes on the air March 1, the network has announced. Station will operate with 250 w on 1230 kc.

BY TELEPHONING RADIO LISTENERS in their homes, Hooper Surveys ingeniously gauge the at-home audience of hundreds of radio programs.

But home, although there's no place like it, isn't the only spot where people listen to radio.

Try telephoning the schools, Mr. Hooper. You'll be amazed at the radio audiences in America's classrooms. The educational series produced by the six Westinghouse stations alone has an audience, this year, of 1,350,000 students.. in 2,700 public, private, and parochial schools.. in 15 states!

These figures, it might be added, show an increase of nearly 100 per cent over last year. More and more teachers, it appears, are utilizing this Westinghouse-developed aid to modern education.. in subjects such as history, literature, geography, current events, music, sciences.

Like other Westinghouse programs in the public interest, the 900-odd programs in this year's educational series draw not a penny of revenue. But they build *listenership*.. the finest kind of listenership, evidenced by the attentive ears of more than a million future citizens. That's the greatest asset a radio station can have!

WESTINGHOUSE RADIO STATIONS Inc

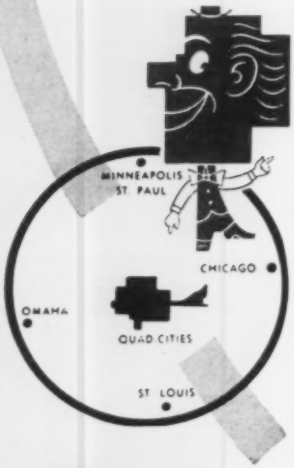
WBZ · WBZA · WOWO · KEX · KYW · KDKA

NATIONAL REPRESENTATIVES NBC SPOT SALES — EXCEPT FOR KEX • FOR KEX, FREE & PETERS

WOC

FIRST
in the
QUAD Cities
The 40th retail market
DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE

"The FIRST station West (actually North) of the Mississippi."



WOC WOC-FM
5,000 Watts, 1420 Kc.
BASIC NBC Affiliate
B. J. Palmer, Pres.
Buryl Lottridge, Mgr.
DAVENPORT, IOWA
National Representatives:
FREE & PETERS, Inc.

State Dept. Figures Bear Out U. S. Lag in Overseas Airings

THE OFT-REPEATED contention that the U. S. lags far behind other major countries in overseas radio output is borne out by the State Dept.'s latest estimates, prepared for Congressional use in connection with the current budget hearings.

Broken down into regions, the U. S., at the end of 1947, was shortwaving to Europe a weekly total of 120 hours, 45 minutes, while Great Britain sent 280 hours, USSR 207 hours and Russian satellites 175 hours.

The U. S. had no transmissions to North Africa and the Near and Middle East, while Great Britain had a weekly schedule of 75¼ hours, the USSR 59½ hours, the Russian satellites 7 hours and France 28 hours.

For the Far East the U. S. also ran last with 45½ hours weekly compared to Great Britain's 50¾ hours and Russia's 59 hours. In Latin American broadcasts the U. S. had 63 hours weekly, ranking second to Great Britain's 80½ hours, while Russia's total was 17½ hours.

Only Shortwave Totals

The figures comprise only the totals of *shortwave* broadcasts beamed from the above countries to their target areas. They do *not* account for programs sent by long and medium wave transmitters. The addition of the latter probably would increase considerably the totals of Russia and her satellites, since much of their transmission to neighboring areas is believed to be by medium and longwave.

All U. S. programs sent abroad, with one exception, are reportedly shortwaved. This one exception, *America Calling Europe*, is relayed on longwave through BBC facilities and on BBC schedules. The stumbling block in the use of long and medium waves seems to be the fact that they must be assigned by the individual countries in which they are transmitted. This is further complicated by the fact that international treaties assigning frequencies have not yet been concluded.

In France, Italy, Burma, Finland and a few other countries America has some productions on local stations. The shows, mostly music, are programmed by radio officers in the U. S. embassies. In the case of Austria, transcriptions are shipped for local broadcast.

Expansion of the local angle is hampered, however, by the fact that embassies are understaffed. In addition, receiving and transmitting equipment in most local stations is inferior.

Use of American programs in the so-called "iron curtain" countries has been virtually banned since the programs must give credit to the U. S. Government.

There has been tangible evidence that government officials abroad listen to American programs, but it is not definitely known how many of the people pick up the broadcasts. Set ownership, especially in the "crucial" areas, is relatively small in comparison to the population.

Set Figures

Some examples of this are as follows: Bulgaria has 290,000 sets equipped for shortwave for a population of 6,550,000; Czechoslovakia has 1,140,000 for 12,000,000; Germany 3,000,000 for 69,600,000; Greece 40,000 for 7,788,000; Hungary 200,000 for 8,900,000; Italy 1,200,000 for 45,801,000; Poland 100,000 for 23,000,000; Rumania 125,000 for 15,686,000; and Russia 2,000,000 for 193,495,710.

In many of the Far East countries, the shortage is even more acute. India has 200,000 shortwave-equipped sets for 388,998,000; Iran 10,000 for 12,055,000; and the U. S. zone of Korea 25,000 for 26,633,000.

The overall output of the U. S. at the end of '47 had dropped almost in half from a year before, mainly because of the budget slash by Congress. In December 1946, the U. S. had a total weekly output of 1,701½ hours. This rose to 1,796¾ hours in March and by December 1947 had dropped to 969½ hours.

Passage of the Mundt Bill and the prospect of increased appropriations is expected to boost the output considerably in the near future.

Out Down Under

MASS HYPNOSIS took place in Sydney, Australia, early this month when Psychoanalyst William J. Ousby attempted an experiment over a Sydney station. In the studio audience of 30, 20 went to sleep under Mr. Ousby's instructions. After the broadcast over 300 people called the station, many of them frantically asking how to "unhypnotize" friends or relatives who were still out. One man called to say his whole family had failed to come to after the broadcast, and to add to his troubles, a fuse had blown out in his house. Hypnotized, too, no doubt.

Travel Service Spots

LANSEAIR Travel Service Inc., Washington, which recently appointed French & Preston, Washington and New York, to handle its advertising in the United States, plans to use one-minute spots in seven major markets starting in mid-February. A 14-day tour of Italy, designed mainly for Catholics, will be publicized in Baltimore, Washington, Boston, Cleveland, Detroit, Chicago and New York. Victor G. Bloede, account executive in the Washington office, is handling the campaign.

T. EATON Co., Toronto (mail order department), plans radio campaign on number of Canadian stations. Agency: A. J. Denne Co., Toronto.

GIVEAWAY WINNINGS TAXABLE

All Cash and Other Benefits Won on Radio Shows Must Be Reported, Revenue Bureau Says

THE LONG ARM of the Internal Revenue Bureau is casting its shadow over all those who have benefitted from radio's giveaway shows during 1947.

Such windfalls, according to the Bureau, must be reported under "gross income" in Federal income tax returns due March 15. If the prize is not cash, it must be listed at its "fair market value."

The only exceptions to this rule are in cases where the recipient does absolutely nothing in anticipation of or in return for such largesse—sends no box tops, writes no last lines for jingles, buys no product. One such case was cited last week by N. R. Caine, New York C. P. A., writing in the *New York World Telegram*.

Mrs. Pauline Washburn was sitting at home one evening, not listening to the radio, when a telephone caller told her she had just won $900 on the *Pot O'Gold* program. Mrs. Washburn declined to appear on the program, use the product advertised or give a testimonial. She accepted the $900, however; the Tax Court declared it an outright gift and therefore non-taxable.

Internal Revenue officials in New York would not comment on reports that their agents monitor all radio give away shows, and note the names of winners of taxable prizes for future reference. But they reiterated that the great bulk of such prizes are "earned income," even though the winner has done nothing more arduous than giving his name and address.

Spot Television

SPOT TELEVISION in about 10 major cities is planned for the increased advertising campaign of Robinson-Lloyds Ltd., New York (Dry Imperator, New York State Champagne), starting the end of February. A 15-minute film also is being contemplated. Wiley, Frazee & Davenport is the agency, with John Cousin as account executive.

TIME BUYERS ARE PEOPLE, TOO!

DRAWN BY BASIL WOLVERTON

TREVOR EVANS

Radio Director

Pacific National Advertising Agency, Seattle

You've bought a lot of time on our station, "Trev" Evans, but that's not the reason why we're running your picture in a KGW ad. As one of the important radio time buyers on the Pacific Coast, you are interested in keeping up with market developments, but did you know that Oregon has "arrived" as a billion dollar state? Yes, the Oregon market, which KGW dominates, had a payroll of over a billion dollars in the year 1947, with bank clearings for the year of $5,600,000,000, in round figures.

You have read, of course, that since 1940 Oregon has had a population increase of 39.2% — second largest in the nation. But here's the payoff —The Oregon labor force now numbers 631,700 — 29,200 more than the wartime peak! And these figures merely highlight the amazing growth of the KGW Market. Thanks for that last order, Trev, we know we'll be hearing from you again soon!

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KGW

PORTLAND, OREGON

AFFILIATED WITH NBC

More Specific Audience Facts Wanted in Canada

CANADIAN ADVERTISERS and agencies want more specific facts on audience make-up from Canadian stations. That was consensus following luncheon forum of Toronto Radio Executives Club, Jan. 14, on "What New Radio Research Is Wanted in Canada." Doreen Dunlop, timebuyer of Young & Rubicam, Toronto, stated that agencies were working with outmoded facts about stations, that Bureau of Broadcast Measurement ought to supply more data on audience, that coincidental survey was not specific enough.

Gordon Keeble, radio director of F. H. Hayhurst Co., Toronto, suggested a survey be made in Canada on one of the subjects being extensively studied in the United States, so as to gain a rule-of-thumb ratio on which U. S. surveys could be judged on a comparable basis by Canadian agencies. Others taking part in the forum were Walter Elliott, Elliott-Haynes Research; Waldo Holden, commercial manager, CFRB Toronto; and R. L. Simpson, radio director, Young & Rubicam, Toronto. Problem is to be brought up by committee from Toronto Radio Executive Club at annual meeting of Canadian Assn. of Broadcasters at Quebec, March 8-11.

Good Investment

TERMAN TELEVISION Sales, Chicago dealer, has sold 448 Walco magnifying lenses (for video receivers) as a result of two spot announcements over WBKB Chicago, the Balaban & Katz station. The spots cost a total of $80.

Radio and Video Figures To Lead Fordham Courses

SEVERAL RADIO, television and advertising figures have been signed to instruct courses during the spring semester at Fordham U., New York, beginning Feb. 2. The courses and instructors are:

At the university's downtown building: television techniques, Worthington Miner, CBS television manager; regulation of radio, Charles Hubert, FCC regional attorney.

At the Bronx campus: station operation and management, Arthur Hull Hayes, manager of WCBS New York; direction and production, Ernest Ricca, free-lance director; religious broadcasting, Judson La Haye Jr. and other lecturers.

At the Fordham campus: radio acting, Clayton Collyer, radio actor; microphone technique, Tom O'Brien, NBC staff announcer; and fundamentals of broadcasting, scriptwriting, classroom radio and social aspects of radio.

GENERAL ELECTRIC Co., Specialty Div., Syracuse, N. Y., has issued new 28-page booklet titled "Visual Alignment Techniques for FM Servicing." Copies are available from GE distributors for 25 cents.

FOUR NETWORKS NAME NAB LIAISON MEMBERS

LIAISON members were named by the four major networks last week to serve in advisory capacities with six standing committees of NAB.

The networks, all associate members of NAB, were asked to name representatives, according to NAB, in order to coordinate all segments of the industry in the activities handled by the various groups.

The committees and their liaison members are as follows:

Engineering Executive Committee: Frank H. Marx, ABC; William B. Lodge, CBS; Earl Johnson, MBS; and O. B. Hanson, NBC. Public Relations Executive Committee: Robert Saudek, ABC; George Crandall, CBS; A. A. Schechter, MBS; and William Hedges, NBC. Program Executive Committee: Charles C. Barry, ABC; William Fineshriber, CBS; Ken Dyke, NBC; and an MBS member to be announced. Legislative Committee: Joseph McDonald, ABC; Joseph H. Ream, CBS; Robert D. Swezey, MBS; and Frank Russell, NBC. Employee-Employer Relations Executive Committee: Joseph McDonald, ABC; Howard Hausman, CBS; Robert D. Swezey, MBS; and John MacDonald, NBC. Research Committee: Edward Evans, ABC; Elmo Wilson, CBS; E. P. H. James, MBS; and H. M. Beville, NBC.

Award Offered for Best West-Originated Program

AIMING at improved radio commercials, the Vancouver, B. C., Advertising and Sales Club will provide an annual trophy for a program originating in the West, it was announced at the annual mid-winter conference of the Advertising Assn. of the West. The award will be made at the AAW annual convention to be held at Sacramento, Calif., during week of June 20.

The 160 representatives, coming from all sections of the West, constituted largest attendance ever accomplished by a mid-winter session, AAW officials said. Session was held Jan. 12-14 at Coronado, Calif.

AAW advertising club units all voted to support the national campaigns of the Advertising Council on a local level. Los Angeles area advertising clubs have agreed to divide the several campaigns for maximum cooperation.

N. Y. Radio Television Critics Circle Launched

ORGANIZATION of a Radio Television Critics' Circle of New York —established to "encourage more serious consideration, criticism and evaluation of both radio and television"—was announced last week by radio editors of New York newspapers, magazines and trade papers.

An annual award will be made to the "person or organization contributing most toward maintenance of the highest program standards in network radio; AM or FM, as well as in television." Five other awards are scheduled.

Officers are Paul Denis, N. Y. Post, chairman; Saul Carson, The New Republic, vice chairman; Jean Sulzberger, Time, secretary; and Jerry Franken, The Billboard, treasurer.

KQW HAS IT!

The Most Successful Participating Program in Radio...

HOUSEWIVES' PROTECTIVE LEAGUE

Here's a duo that's guaranteed to play beautiful music on any cash register— HPL's smooth-selling, sure-selling technique coupled with KQW's coverage of 7 out of 10 Northern Californians.

It's ringing up sales records for other products, why not for yours?

Call your Petry man for all the facts and figures.

LOS ANGELES 14th Year
CHICAGO 5th Year
NEW YORK 4th Year
ST. LOUIS 4th Year
and now SAN FRANCISCO

KQW

740 on your dial
San Francisco Studios
Palace Hotel

EXCLUSIVELY
Delivers the *Columbia* 14 County San Francisco-Oakland Bay Market!

Represented Nationally by Edward Petry & Co. Inc.

Yes, almost everybody in Atlanta starts the day tuned to WCON and Bill Hickok, genial host and record man (and you ought to hear him sing) of "Harmony House"—6:30 to 9 a.m. Mondays through Saturdays.

And Bill Hickok is just one of a top staff of superb radio personalities who have made WCON's listening audience the best buy in this area for both local and national advertisers.

Drawing by A. B. Frost from "UNCLE REMUS: His Songs and His Sayings" by Joel Chandler Harris, which first appeared in THE ATLANTA CONSTITUTION in 1879. Copyright 1908, 1921, by Esther La Rosa Harris. By permission of D. Appleton-Century Company, publisher.

WCON
ATLANTA

THE ATLANTA CONSTITUTION STATION

5000 WATTS 550 KC

Affiliated, American Broadcasting Company

***National Representatives* HEADLEY-REED COMPANY**

Morency Chairman Of NBC Committee

Stations Planning and Advisory Group Holds Meeting

PAUL W. MORENCY was re-elected chairman of the NBC Stations Planning and Advisory Committee at last week's two-day meeting in New York. Mr. Morency is vice president and general manager of WTIC Hartford. Others elected are: John J. Gillin Jr., president and general manager of WOW Omaha, vice chairman; Milton L. Greenebaum, president and general manager of WSAM Saginaw, Mich., secretary. The latter succeeds as secretary Richard H. Mason, manager of WPTF Raleigh, N. C.

Mr. Morency

Discussions of the labor situation, daylight saving time, programming, the proposed NAB code and other network and industry matters were on the agenda. Other committee members are: H. Quenton Cox, manager of KGW Portland, Ore.; Wiley P. Harris, director of WJDX Jackson, Miss.; Martin B. Campbell, general manager of WFAA Dallas and S. S. Fox, president and general manager of KDYL Salt Lake City.

To Rent TV Sets

PLAN TO RENT television receivers on a daily, weekly and monthly basis was announced last Wednesday by the American Radio and Television Corp., a new Philadelphia firm. John Melville, president of the firm, who made the announcement, said the service will be inaugurated with the opening of the Republican and Democratic national conventions in Philadelphia. Company is placing master antennas on the roofs of several Philadelphia hotels and apartment buildings. Present plans call for 13 buildings to be so equipped.

Big Name Network
PROGRAMMING
By an INDEPENDENT station!

★ U of M Basketball and Hockey
★ Tommy Dorsey Show
★ The Wayne King Show
★ Smiths of Hollywood
★ Favorite Story

Listener interest that rates second to none in this thriving Southeastern Michigan community . . . and big-time programming does the trick. Good reason then, for the all-out sales response advertisers are getting from current schedules on both WPAG and WPAG-FM.

Edward F. Baughn, Vice-Pres. Gen. Mgr.

WPAG-FM
WPAG at 1050
ANN ARBOR - YPSILANTI
or BURN-SMITH COMPANY, INC.
NEW YORK CHICAGO LOS ANGELES

Record Attendance Seen for IRE Meet; Leading Industry Engineers to Speak

AN ATTENDANCE exceeding last year's figure of over 12,000 is expected for the annual Institute of Radio Engineers' convention and radio engineering show March 22-25 at the Hotel Commodore and Grand Central Palace, New York.

The show, held in conjunction with the convention, will feature products of about 170 exhibitors, occupying two and one-half floors of the Palace. A diversified technical program, including 130 papers in 26 sessions, two symposia, and speakers on "Nucleonics" and "Advances Significant to Electronics," has been arranged for the convention.

Papers of particular interest to radio engineers include:

"FM Detector Tube with Instantaneous Limiting and Single-Circuit Discriminator," Robert Adler, Zenith Radio Corp.; "A Proposed Combined FM and AM Communication Systems," D. K. Gannett and W. R. Young, Bell Telephone Laboratories; "A New Magnetron Frequency-Modulation Method," Philip H. Peters Jr., General Electric Co.; "I. F. Design for FM Receivers," K. E. Farr, Hazeltine Electronic Corp.

"An Omnidirectional High-Gain Antenna for Circularly Polarized Radiation," A. G. Kandoian, Federal Telecommunication Laboratories Inc.; "Analysis of the Effect of Circulating Currents on the Radiation Efficiency in Broadcast Directive Antenna Design," Glenn D. Gillett, Glenn D. Gillett & Assoc.; "AUHF Model Study of Current Distributions Induced in Low-Frequency Broadcast Towers and a Discussion of Means for Reducing Undesired Radiation," Andrew Alford and Henry Jasik.

"Helical Beam Antennas for Wide-Band Applications," John D. Kraus, Ohio State U.; "Circular Polarization for FM Broadcasting," Carl E. Smith, United Bcstg. Co. and Robert A. Fouty, Research Foundation; "The Negative-Ion Blemish in a Cathode-Ray Tube and Its Elimination," R. M. Bowie, Sylvania Electric Prod.; "Physical Limitations of Directive Radiating Systems," L. J. Chu, MIT; "The Radiation Resistance of an Antenna in an Infinite Array of Waveguide," H. A. Wheeler, consulting radio physicist; "Reflectors for Wide-Angle Scanning at Microwave Frequencies," R. C. Spencer, Wade Ellis and Ellen Fine, Watson Laboratories; "Measured Impedance of Vertical Antennas over Finite Ground Planes," W. P. Summers and A. S. Meier, Ohio State U.; "Current Distributions on Aircraft Structures," J. V. N. Granger, Harvard U.

"A Unitary Tuner-Amplifier for Television Receivers," E. L. Crosby Jr. and G. W. Clevenger, Bendix Radio and H. Goldberg, National Bureau of Standards; "A Picture-Modulated R. F. Generator for Television Receiver Measurements," Allan Easton, Hazeltine Electronics Corp.; "The Application of Projective Geometry to the Theory of Color Mixture," F. J. Bingley, Philco Corp.; "Reflection of Television Signals from Tall Buildings," Andrew Alford and G. J. Adams; "Field-Coverage Considerations of New York Television Stations," Thomas T. Goldsmith Jr. and R. P. Wakeman, Allen B. DuMont Laboratories.

"Modern Design Features of CBS Studio Audio Facilities," R. B. Monroe and C. A. Palmquist, CBS; "Methods of Calibrating Frequency Records," H. E. Roys, R. C. Moyer, and D. R. Andrews, RCA; "Distortions in Magnetic Tape Recording Due to the Configuration of the Bias Field," S. J. Begun, the Brush Development Co. and "Instantaneous Audience Measurement System," Peter Goldmark, CBS and John W. Christensen, Andrew Bark, and John T. Wilmer.

Rules Changes

ORDER was adopted by FCC last week to make a number of editorial changes and other minor revisions in the Commission's rules and regulations, Part 2 and 3. FCC presently is reprinting Part 3. The Commission indicated the changes are "not substantive" and in no way alter requirements of the rules. A number of Part 3 sections were given new numbers. An appendix of 4½ pages of alterations was issued with the order.

ABC Western Regional "California Caravan" has been selected for Radio Award of 1947 as "outstanding documentary program, superior in educational and entertainment features" by 10th District California Congress of Parents and Teachers, Los Angeles. California Physicians Service sponsors series.

FCC Asked to Reinstate Two Expired AM Permits

APPLICATIONS for reinstatement of expired standard station construction permits were filed with FCC last week by Elk River Broadcasters, Fayetteville, Tenn., and Columbia Basin Broadcasting Co., Ephrata, Wash. Both CPs, for WEKR Fayetteville and KULE Ephrata, respectively, were dismissed by FCC on Jan. 6 [BROADCASTING, Jan. 12] for failure to file CP modifications as required in initial authorizations.

Elk River Broadcasters, granted 250 w fulltime on 1240 kc on August 26, seeks same facilities. Applicant stated it has had difficulty in acquiring land for a transmitter site and that now such land has been secured. Columbia Basin asks 1 kw daytime on 730 kc, specifying transmitter and studio locations in present request. Applicant had been granted 250 w daytime on 730 kc on July 28.

Color Warnings Resumed

WARNINGS to licensees of violations of FCC's regulations again will be issued in various colors to specify the degree of type of violation and remedial action required, the Commission announced last week. Color system had been abandoned some 18 months ago but is to be resumed because of requests from licensees. System is used for all class of stations. In broadcast station category pink form 792 warns that station is off its frequency while green form 793 covers all other discrepancies such as incorrect log form, improper meter readings, etc.

Engineers' Meeting

NORTH ATLANTIC region of the Institute of Radio Engineers will hold its second New England radio engineering meeting at Cambridge, Mass., on May 22. All-day program at Hotel Continental will include morning and afternoon technical sessions of three papers each, a large number of manufacturers' exhibits, a luncheon and a banquet.

How to catch a sponsor...

Use for bait a choice of big name programs.
Offer them at prices way *below* comparable "live"
or conventional transcribed radio shows.

IT'S EASY WITH CAPITOL'S STAR-STUDDED TRANSCRIPTION SERVICE!

Each Week You Get New Material for More Than 25 Programs—Totaling More Than 35 Hours of Entertainment. An Average of 5 Hours Every Day!

BANDS & ORCHESTRAS

Victor Arno ★ Louis Busch ★ Billy Butterfield
Louis Castellucci ★ Duke Ellington ★ Jan Garber
Skitch Henderson ★ Hollywood Serenaders
George Kast ★ Stan Kenton ★ Gene Krupa
Eddie LeMar ★ Enric Madriguera
Rex Maupin ★ Alvino Rey ★ Julius Toldi

SINGERS

June Christy ★ Clark Dennis ★ Hal Derwin
Dinning Sisters ★ Four of a Kind
Carolyn Grey ★ King Sisters ★ Norma Larsen
Peggy Lee ★ Johnny Mercer ★ Michael Tobin

VARIETY

David Allan ★ Calvary Quartette
Marion Clark Sextet ★ Buddy Cole's 4 of a Kind
Frank De Vol ★ Pee Wee Hunt ★ King Cole Trio
Danny Kuaana
Del Porter and His Sweet Potato Tooters
Juan Rolando ★ Dick Shannon's Aleutian Five
Paul Weston

WESTERN & HILL COUNTRY

The Coonhunters ★ Shug Fisher
Wally Fowler ★ Jack Guthrie ★ Karl and Harty
Oak Ridge Quartet ★ Tex Ritter
Merle Travis ★ Wesley Tuttle
Uncle Henry's Original Kentucky Mountaineers

3000 SELECTIONS in Capitol's basic transcription library. You get at least 50 *more* each month. Almost every conceivable type of music and instrumentation.

EASY-FILE CABINETS. Your transcriptions and index material are instantly available. 3-way cross index for quickly finding any selection. Catalog and 2 complete card files supplied.

PROGRAM FORMAT BOOK. Lists each transcription by title number; gives exact playing time. In fact, provides many important items of information to simplify your programming.

A FLEXIBLE SERVICE! Separate tracks of artists' voices are provided. Your local announcers can "chat" with the transcribed stars...can give commercials against rich, distinctive background music...just like big network shows. And it's easy to tailor-make programs for the tastes of any sponsor or audience.

Capitol
A DIVISION OF CAPITOL RECORDS
TRANSCRIPTIONS
PROGRAM SERVICE FROM HOLLYWOOD

Every station needs this time-saving service

So easy, so fool-proof you can help fill your on-the-air hours with sure-fire entertainment with a minimum of planning. It does the work for you.

SEND TODAY FOR DEMONSTRATION RECORD

Hear for yourself exactly how this Service works...its many new and exclusive features...the superb quality of the Vinylite discs. Address: Capitol, Sunset and Vine, Hollywood 28, California.

New York Clothier Plans Chicago Radio Campaign

ROBERT HALL, clothier with headquarters in New York, will enter the Chicago radio picture this March, blanketing independent stations with musical programs, newscasts and spot announcements.

Campaign, launched concurrently with opening of its Chicago stores, will utilize the following Chicago stations: WIND WJJD WCFL WAIT WGES WHFC and possibly WAAF. Musical quarter-hours will be used daily on all stations, three five-minute newscasts per day have been on WAIT, and in addition firm will average 30 spots per day on combined total of stations.

All programs and spots will be carried on Monday through Saturday schedule, each calling for a 52-week contract, it was reported. Agency is Sawdon Advertising, Chicago.

1948 ADVERTISING and promotion plans for Westinghouse Radio Stations Inc. were discussed at a recent meeting with officials of Gray & Rogers, Philadelphia, the firm's advertising agency, at the WRS Philadelphia outlet, KYW. Seated l to r: June Buzzelli, WRS Inc.; Hilda Woehrmeyer, promotion manager, WOWO South Bend; Edmund H. Rogers, partner in Gray & Rogers; Paul Mills, sales manager of WOWO; Tom Meehan, public relations director, WRS Inc.; B. A. McDonald, sales manager, WRS Inc.; Bill Seth, promotion manager, NBC Spot Sales; Paul Woodland, assistant promotion manager, KYW; I. C. Ruby, auditor, WRS Inc.; Guy Fry, art director, Gray & Rogers; W. B. McGill, promotion manager, WRS Inc.; A. C. Schofield, promotion manager of KYW. Standing l to r: William Harvey, Gray & Rogers copywriter; Lynn Morrow, assistant sales manager, WBZ Boston; Harvey McCall Jr., sales manager, KYW; J. B. Conley, general manager, WRS Inc.; Robert E. White, general manager, KYW; Dave Lewis, promotion manager, KDKA Pittsburgh.

WMBR

JACKSONVILLE

CBS in North Florida

Represented by Avery Knodel

is now

5000 WATTS

Hooper to Launch N. Y. TV Surveys

Diary Studies and Coincidental Phone Method to Be Used

BOTH COINCIDENTAL telephone surveys and diary studies will be utilized by C. E. Hooper Inc. in its surveys of the television audience to be started soon in the New York metropolitan area [BROADCASTING, Jan. 12].

The coincidental surveys of the video audience will follow their aural broadcasting counterpart, developing such information as the number of sets in use, program Hooperating, share of audience, sponsor identification and composition of audience (men, women, children).

To start with the video coincidental reports will be limited to the evening hours when most television programming now occurs. They will involve surveying a different one-hour period on each of the seven nights of one week in the month. With the advent of warm weather, Saturday and Sunday afternoons will be included, to measure the audience for daytime telecasts of sports events.

Diaries will be used in a conclusive sample of television homes, a minimum of 600, one week every other month. These will supply an index to the comparative audience size, the share of audience among individual video stations as compared with individual radio station listening in television homes, a three-point qualitative report on viewers' reactions to individual programs (rating them as good, fair or poor), and a similar report on the viewers' feelings about the technical quality of reception.

First Study Basis

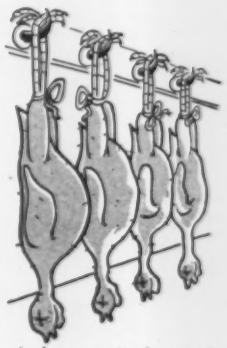
The initial studies of New York will be based on a list of 10,000 video set owners, provided to the Hooper organization through the cooperation of various industry sources, which will be expanded on a continuing basis as more sets are sold and the video audience expands. When similar lists are available in other cities with television program service and the details of surveying can be arranged, the service will be extended to those cities. Philadelphia, Chicago, Washington and Los Angeles probably will be the first additions. The reports will be offered to the present and potential buyers and sellers of television on a subscriber participation plan similar to that used by the Hooper organization in distributing its aural broadcasting audience reports.

Eric Sundquist, who joined the firm last October, is in charge of these new video operations. A graduate of Amherst College and Harvard Business School, he has since been associated with a number of research organizations, including Daniel Starch & Staff, Interamerican Research Service and the research branch of the War Dept.

WE DON'T SELL THE SIZZLE —WE SELL THE STEAK!

—And that's NO baloney!

1. We've done a lot of whooping about all the swell rich gravy you get with a WVET contract. We make no bones about it. *But getting down to red meat*—first and foremost, WVET is out to help you carve out a bigger, juicier hunk of the Rochester market. Not one to be a pig, we'll leave the gristle and any sizzling to your competitors.
After that comes Service PLUS!



4. There are no turkeys on WVET. Frankly we can't afford that kind of reputation and we don't believe our clients can either—no matter how much they have to spend. That's why we've always had a New York office. WVET is the ONLY—yop, the only—Rochester station that does.

We know the only way we can help you cash in on new developments and snap up smart talent-buys is to maintain live contact with the very pulse of the radio industry. And we do just that—every day in the week. At 30 Rockefeller Plaza. Suite 3116.

2. Of course if you *want* to be a pig and hog the Rochester market, WVET can give you Complete Advertising and Merchandising Service-of-the-Air. Everything from money-making, budget-shaving promotional ideas—and we pride ourselves on some lulus—to expert trouble-shooting on tough distribution problems.

3. And if you want Fancy Pants on your show, we have a special Fancy Pants Dept. We can also stretch a dollar.
First, WVET custom-plans your show to fit *your* product, *your* problems, *your* sales objectives . . . schedules it to reach your best markets and outscoop competition. Then we pack it with the kind of listener-appeal and BUY-appeal that really *gets* chip-heavy prospects.

5. So why not let WVET bring home the bacon for you? We'll help you butcher competition (in a nice way of course)—run up your listener *and selling* ratings—do our darnedest to see that you get oodles of that nice rich gravy "the way we make it up Rochester way!"

VETERANS BROADCASTING COMPANY, INC.
204 GRANITE BUILDING, ROCHESTER 4, N. Y.

WVET

ROCHESTER, NEW YORK

BASIC MUTUAL STATION
5000 WATTS 1280 KC

NATIONALLY REPRESENTED BY WEED AND COMPANY

NBC NETWORK TELEVISION IS OPEN FOR BUSINESS.

This is NBC's report to the nation, published in 39 newspapers of nineteen cities from coast to coast, early in January.

1948 is the year when NBC sets out to duplicate in the television field its widely known superiorities in sound broadcasting: the finest affiliates and facilities, most popular programs, and greatest audiences.

We reproduce the ad's message here, with an invitation to advertisers, agencies, and stations to join us in this development of the world's greatest means of mass communication—and the most effective sales medium yet devised.

1948 Television's Year

Television becomes a widening reality in 1948. An exciting promise is now an actual service to the American home. After twenty years of preparation, NBC Network Television is open for business . . . When the Radio Corporation of America formed the National Broadcasting Company in 1926, its purpose was to broadcast better programs *in the public interest*—and that purpose continues to be its guiding policy.

Today, twenty-two years later, NBC has the most popular programs in radio. Outstanding in its contribution to the public welfare, the National Broadcasting Company has served the nation in war and in peace. Now, it has added a new service—Network Television—in the same spirit as that which first moved its parent company: public interest. NBC, in pioneering and developing this great new medium of information, news, entertainment, and education, is fully aware of its responsibility . . . In 1948, NBC offers to the public the greatest medium of mass communication in the world—Network Television.

THE TELEVISION PICTURE LOOKS BRIGHT . . . . . .

NBC's TELEVISION NETWORK

In the East, four stations now make up the new NBC Television Network: WNBT, New York; WNBW, Washington; WPTZ, Philadelphia; and WRGB, Schenectady. WBAL-TV, Baltimore, and WBZ-TV, Boston, will be on the air shortly as NBC's fifth and sixth television affiliates.

In the Midwest, three NBC affiliates are independently engaged in telecasting operations: KSD-TV, St. Louis; WTMJ-TV, Milwaukee; and WWJ-TV, Detroit. It is anticipated that within the year these stations will be carrying network television programs originating in Chicago, where NBC will open its station. In addition, NBC will construct a station in Cleveland.

On the West Coast an NBC station is under construction in Los Angeles. It will serve as a focal point for the establishment of a western regional network.

The plan for 1948 and 1949: To add ever-increasing numbers of affiliates to these three regional networks, culminating in a coast-to-coast television network.

TELEVISION STATIONS

Today, nineteen stations are engaged in television operations throughout the country.

In addition to the stations now telecasting, fifty-four have received licenses and sixty-four more have applications pending.

Total: 137 stations in actual television operation, being constructed, or waiting for official approval from the Federal Communications Commission.

We confidently expect that the same NBC-affiliated stations which pioneered sound broadcasting will take the lead in bringing this great new medium of sight and sound to their communities.

THE TELEVISION AUDIENCE

One year ago there were 8,000 television receiving sets in the country. Today there are 170,000. Estimate for December, 1948: 750,000 sets.

With multiple viewers per set, NBC Network Television programs will be available to an audience of millions.

TELEVISION PROGRAMMING

Hundreds of thousands of viewers will remember these recent NBC Television programs among many others equally outstanding.

IN DRAMA . . .

Kraft Television Theater is the first regularly sponsored dramatic series on NBC Television.

The Theatre Guild series brings the greatest art of the New York theatre to viewers distant from Broadway.

On the American National Theatre and Academy series, comedy, drama, farce—the whole scale of the theatre—is brought to viewers as it is played.

IN SPORTS . . .

NBC Network Television has pioneered in bringing major sports events to its audience—from the exclusive broadcasts of the Joe Louis championship fights against Conn and Walcott to the World Series games of 1947. Today, one-quarter of NBC's current television schedule is devoted to sports.

IN SPECIAL EVENTS . . .

The Presidential Conventions in Philadelphia this coming summer will be comprehensively covered by mobile units of NBC's Television Network, bringing the faces and voices of political speakers into thousands of American homes. The campaigns that follow will receive equally emphatic coverage.

Since the televising of President Roosevelt's speech at the World's Fair in 1939, special events television has risen from the status of a novelty to the position of a significant communications reality.

NBC's PROGRAM SCHEDULE . . .

In addition to extra hours for news and special events, a wide variety of programs can now be viewed on the new television network. Here is the current breakdown of each week's programming:

7 hours for women's programs
7 hours for sports events
3½ hours for variety shows
3 hours for dramatic presentations
3 hours for children's shows
2 hours for educational programs
1½ hours for quiz and round-table shows

Two months from now the number of telecast hours will jump from twenty-seven to thirty-five a week. Still more hours will be added as the number of receiving sets increases and more stations join the network.

TELEVISION AND THE AMERICAN ECONOMY

ADVERTISING

Like standard radio broadcasting, network television will depend for the expansion of its facilities and programs on advertising. As advertising has built the wide range of radio's broadcasting schedule, so it will make possible an increasing wealth of fine programs on television.

Today, 18 of the country's large advertisers are sponsoring NBC television programs—about half of them on the entire television network. Some two hundred other advertisers are currently sponsoring programs on the twenty-odd individual stations throughout the country.

ECONOMIC FORCE

It is NBC's belief that, within a few years, more than a quarter of a million people will be employed in the manufacturing and telecasting operations of the business alone. Available estimates point to television as a half-billion-dollar business by the end of this year. This new industry will grow in size and service with the years.

THE FUTURE

NBC's new eastern television network is only the beginning. But it is the beginning of a *working reality*. 1947 marks the end of television's interim period. 1948 signifies the appearance of television as a new force in the United States. *The greatest means of mass communication in the world is with us.*

NBC Television

NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK

A service of Radio Corporation of America

AWB Sessions Open Thursday; Four-Day Program Announced

WELL OVER 200 delegates to the Association of Women Broadcasters have registered for the national convention to be held in Washington, Jan. 29-Feb. 1, according to Ruth Crane, acting AWB president, and women's commentator on WMAL and WMAL-TV Washington.

Theme of the conference is centered on "The Woman Broadcaster in Public Affairs." Although the actual meetings and registration do not start until Thursday of this week, Wednesday is reserved for those women broadcasters who wish to make recorded interviews with their Senators and Representatives, for local station use.

Thursday will be taken up with registration and a full schedule of sightseeing, plus a visit to Congress and several social functions.

Opening session is to be held Friday in the East Room of the Mayflower Hotel, at 10 a.m., followed by a retail advertising clinic, presided over by Lee Hart, NAB assistant director of Broadcast Advertising. Panel members are: Enid Day, WSB Atlanta (author of *Radio Advertising for Retailers*); Nancy Grey, WTMJ Milwaukee; Mildred Bailey, WCOP Boston; Dorothy Shank, WEBR Buffalo.

Bert Lowan of Associated Program Service will give a presentation at 11 a.m., preceding a talk on "Counting the Customers" by Hugh Feltis, president of Broadcast Measurement Bureau.

Bradley to Speak

The luncheon session at 1 p.m., Friday will have as guest speaker future Chief of Staff of the Dept. of the Army Gen. Omar Bradley, introduced by NAB President Justin Miller. He will speak on "Universal Military Training."

A. D. (Jess) Willard Jr., NAB executive vice president, is speaking at the 2:30 p.m. meeting on "The NAB and the AWB."

There is a 9-9:30 p.m. telecast scheduled for Friday night on WMAL-TV, to be relayed to Baltimore, Philadelphia and New York, featuring Alma Kitchell of WNBT New York, and several other AWB members. Miss Kitchell will also address the group on "Television Techniques."

The 10 a.m. business session of the AWB conference on Saturday will be presided over by Dorothy Lewis, NAB coordinator of listener activity, with the theme based on "The Woman Broadcaster and Her Public." Panel discussed is planned on "Telling Industry's Story." Chairmanned by Eleanor Hanson, WHK Cleveland, panel includes: Kay Keltner, "Martha Logan" of Swift & Co.; Harriet Gromley, Westinghouse Electric Co.; Helen Ridley, J. Walter Thompson Co.; Mary Kelley, Millinery Fashion Bureau.

"The Public Service Story" session, with Dorothy Lewis as director, will be discussed by: Frieda Miller, Dept. of Labor, Women's Bureau director; Margariete Ralls, National Business and Professional Women's radio chairman; Mary Conway, British Information Services radio section head; Mrs. William Barclay Parsons Jr., chairman of Women United for the United Nations.

Speaker of the House Joseph Martin is a guest speaker at the 1 p.m. luncheon Saturday, with "A Challenge to Women Broadcasters" as his topic. The luncheon will be televised by WNBW Washington NBC outlet. Other speakers at the luncheon include Secretary of Agriculture Clinton P. Anderson, "The Food Situation"; Benjamin Cohen, UN assistant secretray general, department of public information.

After reports by AWB members on Sunday morning, the AWB convention will adjourn.

DEAL IS SEALED for the tallest tower of the four-tower array of KMAC and KISS (FM) San Antonio. Shaking hands on it are Howard W. Davis (l), owner and general manager of KMAC and KISS, and J. J. Phillips (r), of J. J. Phillips & Son, radio contractors, who will erect the four towers. Charles L. Brady (center), chief engineer of the two stations, will be in charge of construction. Tallest tower will be 517 feet, and topped by a six-bay General Electric FM antenna.

AGENDA OF AWB NATIONAL CONVENTION

Washington, D. C., Jan. 29-Feb. 1

THURSDAY

8:30-9:30 a.m., Registration—Promenade, Mayflower.
10 a.m., Sightseeing Tour.
1 p.m., Visit to Congress.
3-4 p.m., British Embassy Tour.
4:30-6 p.m., Tea—Guests of the Phillipine Embassy.
6-8 p.m., Cocktail Party—South American Room—Statler Hotel, guests of Steve Shannon, Greeting Card Industry.
9 p.m., AWB Officers and Executive Board only, guests of American Newspaper Women's Club—Ballroom, Mayflower.

FRIDAY

Convention Theme: "The Woman Broadcaster in Public Affairs."
9:30 a.m., Registration—Promenade, Mayflower.
10 a.m., Opening Session—East Room, Mayflower. Greetings by the acting president, Ruth Crane. Introduction of AWB Officers. Clinic—Retail Advertising, Chairman: Lee Hart, NAB Ass't director of Broadcast Advertising. Panel Members: Enid Day, WSB Atlanta; Nancy Grey, WTMJ Milwaukee; Mildred Bailey, WCOP Boston; Dorothy Shank, WEBR Buffalo, N. Y.
11-11:30 a.m., Address—Bert Lowan, Associated Program Service, "Meeting the Petrillo Emergency."
11:15 a.m., Address—"Counting the Customers"—Hugh Feltis, BMB President.
12:30 p.m., Reception for Honor Guests, Pan American Room.
1 p.m., Luncheon—Chinese Room, Mayflower. Presiding—Ruth Crane. Invocation—Maj. Gen. Luther D. Miller, Army Chief of Corps of Chaplains. Address—"Universal Military Training", Gen. Omar Bradley, introduced by Judge Justin Miller, NAB president.
2:30 p.m., Afternoon Session—East Room, Mayflower. Presiding—Ruth Crane. Address—"The NAB and the AWB", A. D. Willard Jr., NAB executive vice president. Presentation of RCA Radio-Phonograph to Iris Haverstack, Canton, Ohio, for her winning letter—subject, "What is my Favorite Program and Why" written for National Radio Week Contest sponsored by AWB.
4:30-5:30 p.m., White House Tea—Guests of Mrs. Truman.
6-7 p.m., Cocktail Party, East Room—guests of Harriet Sabine, Can Manufacturers Institute.
7 p.m., Buffet Supper—Sapphire Room, guests of J. Walter Thompson Co.
9-9:30 p.m., WMAL-TV Telecast. Address—"Television Techniques", Alma Kitchell, WNBT New York.

SATURDAY

8:15 a.m., Round Table Breakfast—Ballroom, Mayflower, guests of Swift Co.
10 a.m., Business Session—East Room, Mayflower. Theme: "The Woman Broadcaster and Her Public." Presiding—Dorothy Lewis, NAB Coordinator of Listener Activity. Panel Discussion: Section I—"Telling Industry's Story." Chairman—Eleanor Hanson, WHK Cleveland. Panel Participants: Kay Keltner, "Martha Logan", Swift & Co., Chicago; Harriet Gormley, Westinghouse, New York; Helen Ridley, J. Walter Thompson Co., New York; Mary Kelley, Millinery Fashion Bureau, New York. Presentation—Citations to winners in AWB Survey of release sources: Greeting Card Industry, J. Walter Thompson Co., Parents' Magazine (Parent Forum), Brand Names Inc., Grocer Manufacturers of America, United Nations—(W.U.U.N.) Section II—"The Public Service Story." Chairman—Dorothy Lewis. Panel Participants: "Radio Resources of the Women's Bureau", Frieda Miller, Dept. of Labor; "Radio and the Business Woman", Margariete Ralls, Natl. Business & Professional Women; "Reaching Women 'Round the World", Mary Conway, British Information Services; "United Nations in Action", Mrs. William Barclay Parsons Jr., Women United for the United Nations.
12:30 p.m., Reception—Honor Guests—Pan American Room.
1:00 p.m., Luncheon—Ballroom, Mayflower. Televised by NBC-WNBW. Addresses: "A Challenge to Women Broadcasters", The Hon. Joseph Martin, Speaker of the House of Representatives; "The Food Situation", The Hon. Clinton P. Anderson, Secretary of Agriculture; "Acts by Congress", (Congressmen take the Stage) Emcee: Esther Van Wagoner Tufty, WWDC Washington; "Women's Responsibility in World Affairs", Benjamin Cohen, UN.
5-7 p.m., Cocktail Party—Sapphire Room, Mayflower Hotel, guests of Paul Willis, president, Grocer Mfgrs.
8 p.m., Dinner Party—guests of Mrs. George Mesta, 2300 S Street, N. W.

SUNDAY

9:30 a.m., Business Meeting—East Room, Mayflower.
12:30 p.m., Adjournment.
1 p.m., Luncheon—AWB Board.

Here's The Picture In ROCHESTER
The Kodak City

	STATION WHEC	STATION A	STATION B	STATION C	STATION D	STATION E
MORNING 8:00-12:00 A.M. Monday through Fri.	39.9	25.0	9.5	6.3	16.2	4.4
AFTERNOON 12:00-6:00 P.M. Monday through Fri.		28.2	7.8	13.4	9.9	4.2
EVENING 6:00-10:00 P.M. Sunday through Sat	36.8	39.2	10.3	13.3	7.8	Broadcasts till Sunset Only

REPORT FOR LATEST PERIOD AVAILABLE BEFORE PRESS TIME — NOV.-DEC. 1947
Authority—C. E. HOOPER, INC.
"Station Listening Index"

WHEC — ROCHESTER, N.Y.
CBS
5,000 WATTS
National Representatives
J. P. McKinney & Son
New York, Chicago San Francisco

NOW YOUR LISTENERS CAN

Dial the Duke

Presenting America's Most Sensational New

DISC JOCKEY

5 Hours Weekly of Platter Spinning

By

Duke Ellington

The Nations Foremost Composer and Band Leader Featuring

TOP TUNES ON RECORDS,

STORIES BEHIND DISC AND MUSIC MAKERS

AND INTERVIEWS WITH FAMOUS STARS

ON TRANSCRIPTIONS.

When the Duke hits your city, you can count on a Personal Appearance.
This ALL-STAR talent now available at rates low enough to meet station budget.
The Duke Ellington Transcribed Disc Jockey Show CAN'T MISS — BUT YOU CAN.

DON'T WAIT — YOU MAY BE LATE!
Sold exclusively to one station in each city.

A WMCA Artist Bureau Production Distributed Nationally By

Harry S. Goodman
RADIO PRODUCTIONS
19 EAST 53rd STREET NEW YORK, N. Y.

Write • Wire or Phone Your Reservation NOW!

AD FOR AD's SAKE
WOR Defending Commercials In Current Series

"RADIO commercials are the means by which American Business informs YOU of what it is doing for you. Yes, FOR you. For if you did not need, like and buy what business has to sell you . . . business would soon be out of . . . business."

That direct quote is the crux of the ad WOR New York is currently running in newspapers and trade journals. It is an ad in defense of advertising, and especially the radio commercial. "Radio commercials are advertisements . . . heard instead of read," the ad says further.

Headline reads, "How Mr. Dover discovered long pants." Beside a cut of a man in a Prince Albert and knee pants, the copy tells how "he thought it was chi-chi to rib radio commercials." Then Mr. Dover listened to a few on WOR and the ad cites the advantages he gained in one week from paying attention to what they offered. And Mr. Dover is wearing "mental knee pants" no longer.

The idea was developed by Joseph Creamer, WOR advertising and promotion director, in keeping with the policies of Theodore Streibert, WOR president. The current ad is the first in a pro-commercial series.

KENNETH H. BERKELEY, manager of the *Washington Evening Star* stations (WMAL WMAL-TV WMAL-FM), has been named vice president of the stations. Manager of the *Star* radio interests since WMAL was purchased by the paper, Mr. Berkeley was formerly manager of both WRC and WMAL under NBC ownership. The announcement of his promotion was made by Samuel H. Kauffmann, president of Evening Star Broadcasting Co., following the annual meeting of the board held Jan. 17.

WEWS, Cleveland television station, has installed additional sound and video monitors manufactured by Industrial Television Inc., New York.

YOUR OWN TAILORED

AT NO COST TO YOU

direct publisher to station service

Albums created *especially* for your station available at no cost to you . . . no cost to your listeners. We now have exclusive national sales and distribution rights for all Radio Albums produced by the Howard Company, Peoria, Illinois publishers who have, since 1938, produced almost 200 Radio picture albums distributed for stations from coast to coast.

you can have thousands of individually planned radio albums distributed

AT NO COST TO YOU

and exclusive in your city

Write or phone today . . . exclusive rights to only one station in each city.
Phone 4-9180

American
RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria 2, Illinois

Expansion Goal Reached By ABC, Norton Claims

ABC, with 265 affiliates at the end of 1947, "has just about reached its goal in the expansion into new markets," John H. Norton Jr., the network's vice president in charge of stations, said last week.

Although he left the door open a crack for the possible addition of other affiliates, Mr. Norton said he believes that the number of ABC affiliates will stabilize at 265, of which 257 are now operating. "From here on, ABC's energies and time will be concentrated on improvement of its position in present market areas," he declared.

Bob Trout Will Do Video News Program for NBC

BOB TROUT, former CBS news commentator who resigned from that network several months ago when Edward R. Murrow quit his CBS vice presidency to resume active newscasting for Campbell Soup, last week joined the NBC news staff.

Mr. Trout

Mr. Trout's first assignment will be participation in a new television program, *The NBC Television Newsroom*, which will be presented Thursdays 9:15-9:30 p.m. over the NBC television network. Program is scheduled to start Jan. 29.

W. W. Chaplin and John MacVane also will appear on the weekly program, which will be televised direct from the network's New York newsroom.

Boston Tour on TV

NBC TELEVISION last Thursday telecast an hour-long tour of Boston, with the video signals sent from the cameras in Boston to the network in New York via AT&T'S microwave radio relay, which also sent them back to Boston for the benefit of viewers in the studios of WBZ Boston. An NBC affiliate, WBZ expects to have its video station on the air early this spring. NBC hailed the telecast as "the first regularly scheduled television program to originate in Boston," discounting the AT&T pickup from that city which inaugurated the relay as "a demonstration."

L. A. Freedom Train

LEWIS ALLEN WEISS, MBS board chairman as well as vice president and general manager of Don Lee Broadcasting System, has been named radio committee chairman for the Los Angeles appearance of the Freedom Train, Feb. 23, 24, 25. Others named to the radio committee include: Sidney N. Strotz, NBC Western Network vice president; Donald W. Thornburgh, CBS Western Division vice president; Don Searle, ABC Western Division vice president; William Beaton, general manager of KWKW Pasadena and Southern California Broadcasters Assn. president, representing independent stations; and Cornwell Jackson, vice president of J. Walter Thompson Co., Hollywood, representing agencies. Fox Case is western radio director for the Heritage Foundation, sponsor of Freedom Train.

MANAGEMENT

RALPH J. ROBINSON, chief engineer of WACE and WACE-FM Chicopee, Mass., has been named executive vice president in charge of all operation of the stations. **JOHN S. LLOYD**, former WACE general manager, has been named executive vice president in charge of WACE and WACE-FM sales. Mr. Robinson joined WACE in October 1946, following three years' service in Army Signal Corps as operations and maintenance chief of War Dept. station WAR Alexandria, Va. He previously was with WMAS Springfield. Mr. Lloyd also joined WACE in October 1946, following service in armed forces. He formerly had been with WTHT Hartford, Conn.

MARVIN L. ROSENE, former vice president and commercial manager of WQUA Moline, Ill., has been appointed general manager of WKTY LaCrosse, Wis., effective Feb. 2. WKTY expects to begin operations latter part of March. Mr. Rosene associated with radio since 1937, formerly was national sales manager of WHBF Rock Island, Ill.

Mr. Rosene

JOHN W. ELWOOD, general manager of KNBC San Francisco, has been elected president of Downtown Assn. of San Francisco, organization of more than 1000 business men who seek to promote general welfare of business section of city.

CHANGE in ownership of CKDO Oshawa, Ont., is before board of governors of the Canadian Broadcasting Corp., with **WALTER A. DALES**, Montreal freelance scriptwriter, becoming president and managing director, **TOM ELLIOTT**, Sr., becomes vice president, and **STANLEY E. EVERSON**, treasurer. **ROSS ROWLANDS**, formerly of CKCW Moncton, has been appointed station manager.

C. J. LANPHIER, general manager of WFOX Milwaukee, Wis., has been elected president of Wisconsin Broadcasting System Inc., operator of WFOX. Other officers elected are: **THAD WASILEWSKI**, vice president and **ROBERT TEHAN**, secretary-treasurer.

LIONEL F. OUELLETTE, news editor of WHEB Portsmouth, N. H., has been appointed acting manager of WHEB's studios in Dover, N. H.

EARLE J. GLUCK, president and general manager of WSOC Charlotte, N. C., has been appointed Commander of the Charlotte Naval Reserve.

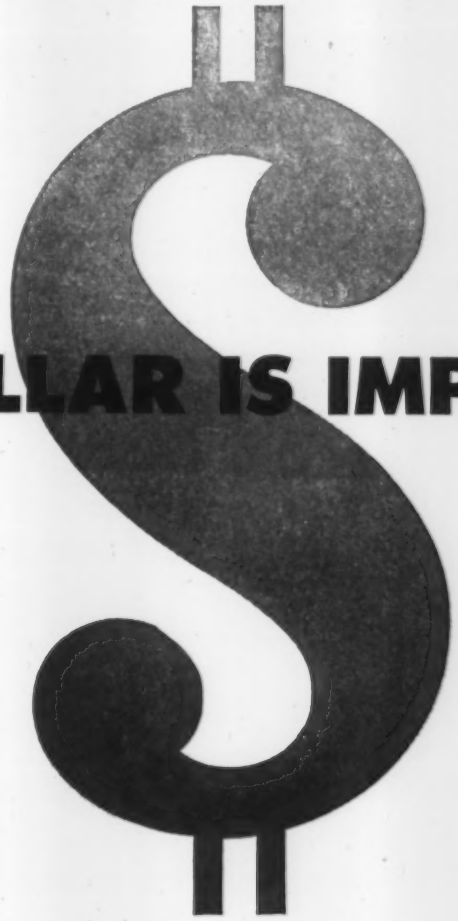
LEWIS ALLEN WEISS, MBS board chairman as well as vice president and general manager of Don Lee Broadcasting System, arrives in Washington Feb. 4 to preside over MBS board meeting.

MAJ. EDNEY RIDGE, president of WBIG Greensboro, and U. S. Marshall for the middle district of North Carolina, has been recommended as trustee of the estate of Edwin B. Jeffress, which holds 49% of stock of Greensboro Daily News and Greensboro Record. Major Ridge is a stockholder of the Greensboro Co. which publishes both newspapers.

WALTER M. WINDSOR, general manager and part owner of WDVA Danville, Va., and Mary Garnett Johnson have announced their marriage.

On CFRB

YOUR DOLLAR IS IMPORTANT!



EVERY advertising dollar spent by a sponsor must bring VALUE—must produce RESULTS. And that's just why so many advertisers continue to use CFRB year after year. (We're justifiably proud of those 40 advertisers who have been broadcasting over CFRB for 20 consecutive years!) These advertisers have found that on CFRB they get more listeners per dollar than on any other Toronto station! That's a big statement, it's true. And that statement is backed by facts—solid, undeniable facts... like these:

For every advertising dollar, CFRB gives you
2,795 potential radio homes after 7 p.m.
3,475 potential radio homes between 6:00 and 7:00 p.m.
5,195 potential radio homes at other times

Yes, on CFRB you get your dollar's worth and more. You'll find you get a BUYING audience in a BUYING market.

CFRB

TORONTO

REPRESENTATIVES

UNITED STATES
Adam J. Young Jr. Incorporated

CANADA
All-Canada Radio Facilities Limited

Looking forward to the next twenty years!

IN DETROIT IT'S

THE NEW

NOW ALL II

24 HOURS

NEW BLOCK PROGRAMMIN

NEW LISTENER-ATTRACTIN

NEW PROMOTION

NEW SHOWMANSHIP

NEW "THINKING"!

A FORT INDUSTRY STATION

WJBK

I ENGLISH

RS DAILY

IN

N TALENT

WJBK

DETROIT'S MOST PROGRESSIVE STATION

AFFILIATED WITH WLOK, LIMA, OHIO—WWVA, WHEELING, W. VA.—WSPD, TOLEDO, OHIO—WMMN, FAIRMONT, W. VA. —WGBS, MIAMI, FLA., AND WAGA, ATLANTA, GA.

•

ALL WJBK PROGRAMS BROADCAST SIMULTANEOUSLY ON WJBK-FM 93.1 mc.

•

REPRESENTED BY FORJOE & CO.

Editorial

Are There Ears to Hear?

AS QUICKLY as you can say "iron curtain," Congress has done an aboutface on the "Voice of America." Six months ago State Dept. operation of international shortwave was anathema on the Hill. It took legislative mayhem to get a temporary authorization through.

Now before the President, approved by Senate and House with breathtaking speed, is a bill authorizing a full-throated "Voice" with all of the accoutrements. Last time Congress reduced funds for the State Dept. program from $31,400,000 to $12,400,000. The new measure mentions no specific sum, but an immediate $5,000,000 will be sought for this year's allowance with $35,000,000 to $40,000,000 next year.

Why the sudden reversal? Was it because Assistant Secretary Bill Benton has returned to private life? Or was it because of the Soviet psychological cold war of words from Radio Moscow and of the widening chasm between Communism and Democracy? Probably a combination of both.

What is most amazing is the appalling lack of information as to what the "Voice of America" can accomplish. Where is the Soviet reaching with its anti-American lies and venom? What frequencies is it using? What frequencies can we use and where will we get them? Is our "Voice" getting into the Commy vassal states? Do the desperate, impoverished peoples we want to reach possess shortwave receivers capable of picking up the "Voice," or are our words being sewn to the continental winds, with only the foreign officers and the commissars tuning in?

It seems to be taken for granted that America has but to give voice on the shortwaves and the world listens. We seriously question it. The State Dept. hasn't the facts, as far as we're aware. Congress can't be blamed if it does not understand the intricacies of international shortwave broadcasting. Few people do.

Before Congress goes overboard on appropriations we think it should take a good, long look at European listening. It should ascertain whether the Russians are relaying their propaganda on longwave stations; whether we should make provision for such relays so that people can listen on their "peoples' sets" attuned to the longwave band; whether, not $40,000,000 but perhaps $50,000,000 or $75,000,000, shouldn't be invested in transmitters and receivers to spread the gospel of Democracy so that the "Voice" can be heard.

The best idea we've yet heard is the "reverse lend-listen" plan presented in our issue of Nov. 24, 1947. Advanced by William B. Dolph, Washington radio executive, it proposes that each of the 16 countries benefitting from the Marshall Plan agree to broadcast over their longwave systems two 15-minute news broadcasts a day telling exactly what's what. We would prepare the native tongue broadcasts. Costs would be defrayed in credits under the Marshall Plan.

We hope the appropriations committees will look before they leap. It would be better to spend double the amount to get the result.

Why gamble on having the "Voice" lost in the European wilderness?

WOR's Theme

HOW CAN a single entity perform a powerful institutional service for all radio and at the same time promote itself? WOR, long in the forefront of the nation's independently-owned outlets, gives you a potent answer.

WOR is running a series of pro-commercial advertisements in the New York papers. It is using paid space to defend the radio commercial in copy adroitly and attractively executed to tell the why of the commercial and the why of American radio (story, page 44). It tells too, what typical commercials have meant to WOR listeners.

The four networks plan a joint institutional series on radio itself. The approach of WOR, selling radio first, then itself, projects a stimulating theme that warrants emulation.

Caesar's Double Deal

JIMMY PETRILLO, it now develops, is ready to "make a deal." He'll deal on anything—lifting his "never, never again" recording ban; revision of network contracts; music for TV and simultaneous broadcast of music over FM. He told the House Labor Committee so last week.

But no one asked Jimmy what he really wants. He clowned and he quipped and he had the committee in stitches. He doesn't look unkindly upon a change in the copyright laws which would give "my boys" a cut on all records performed—a per piece ASCAP kind of deal which would place in jeopardy every independent station and lots of others.

The net of the House proceeding to date is a stalemate. There is no result that has any bearing on network negotiations, with contracts expiring at midnight Saturday, other than Jimmy's pontifical assertions that we'll "make a deal." The committee will hold in abeyance legislative recommendations until it observes the outcome of the AFM-network talks.

If there's no contract (and it looks dismal), there are two possibilities: (1) musicians will continue to work without contracts; (2) they will walk out and the networks will go wax as planned—i.e., a strike.

Radio can operate indefinitely that way. There will be FM duplication and television will have music, because there will be no AFM contracts. Recordings will be imported by the plane and shipload. For the first time Jimmy will have unemployment in AFM ranks—unemployment of his own making.

From such wild acorns do new sturdy unions grow.

Ladies Day

RADIO'S LADIES, bless 'em, descend upon Washington this week for the sixth annual meeting of the Assn. of Women Broadcasters.

AWB was founded in 1942, at an NAB convention, and as the ladies' auxiliary, with a charter membership of 35. Now there are 1150 members.

These are important women in the nation's affairs. They speak daily to many millions of devoted listeners. The stature of AWB is evidenced by their Washington meeting agenda—which includes an address by Speaker Joseph Martin; calls at the White House and to several embassies, and a special supper by Washington's social arbiter, the famed Mrs. Mesta.

AWB will grow in importance as radio moves forward, Television will give the ladies a real lift. The distaff side has the best wishes of all in radio, with particular credit to Dorothy Lewis, its founder, and Ruth Crane, this year's aggressive acting president.

Our Respects To—

RUTH CRANE

A MORE perfect vehicle couldn't be found for Ruth Crane than her program on WMAL and WMAL-TV Washington, titled *The Modern Woman*. Ruth Crane is the prototype of The Modern Woman, in outlook as well as in looks.

Added to her already full schedule of appearing on a daily AM show, writing and appearing in a weekly TV program, and supervising a Sunday series—plus the necessary social and business activities of a woman broadcaster—Miss Crane is working round the clock as acting head of the Assn. of Women Broadcasters, holding its convention this week in Washington, Jan. 29-Feb. 1.

The ironic angle to her present position with AWB is the fact that when it was suggested that her name be put up for the AWB top job, she declined because she felt she was too busy with other work to give it the time the job deserved. So Miss Crane became first vice president. A few months after the elections, Frances Farmer Wilder, the president, resigned, and suddenly Ruth Crane found herself acting president.

She has also found time to do an amazing job with AWB, especially in the preparations for the convention.

Despite the fact that with her slim figure, sparkling eyes and vivacious personality she could unquestionably be taken for a woman in her early thirties, Ruth Crane has the disarmingly frank habit of telling her age—she's 45. Age-telling seems to be the only unfeminine quality she posesses. "I don't mind telling," she laughs. "But the only trouble is that people immediately think 'If she admits to being 45, you can add at least five years.' And then I began to feel like some creature just escaped from Shangri-La."

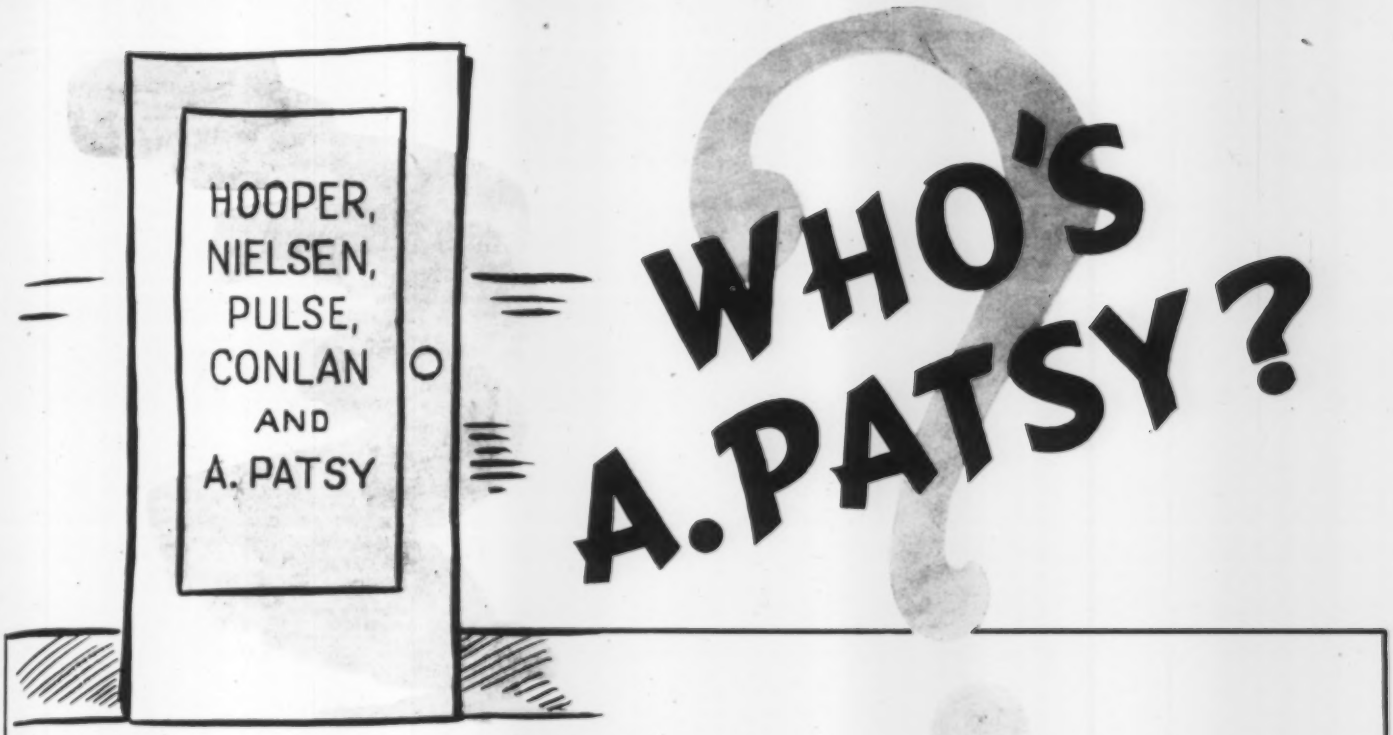
She will also tell the fact that she was born Ruth Franklin in Springfield, Mo. "Well," she explains, "you have to be born somewhere." After she finished high school she went to Chicago, where she attended Northwestern U. School of Journalism.

Even then she was practicing up on her double work schedule, by teaching shorthand and typing at a business college at the same time she was attending Northwestern. Her first job was with the Hart Publishing Co., writing advertising copy for store magazines.

She married an advertising man, Gilbert S. Crane and went with him to Detroit. Mr. Crane died in 1929, and it was then that Ruth Crane entered radio.

She joined WJR Detroit and remained there

(*Continued on page 50*)



It's dawning on many a radio time buyer that HE may be a "patsy" in radio's mad welter of proof and counter-proof. He's beginning to wonder why radio shouldn't be bought on space buying's tried and true conception of **media power:**

WHO ARE THEY AND WHY ARE THEY

READING (or listening!)

Casual tune-in lacks SELL POWER, just as free publications do. Purposeful tune-in has SELL POWER, just as space in **bought and paid for** publications has SELL POWER.

Radio program structure here at WSAI is BUILT to create purposeful tune-in. Time buyers are finding out that it pays . . . **that's why 93% of all Cincinnati department store radio is carried by WSAI!**

CINCINNATI

WSAI

A·B·C

A MARSHALL FIELD STATION REPRESENTED BY AVERY-KNODEL

SELL
1 OUT OF 4
CITY FOLKS IN THE
SOUTH'S No. 1 STATE
All WITHIN OUR
PRIMARY + AREA

• WINSTON-SALEM
• GREENSBORO
• HIGH POINT
2.5 MV/M
MEASURED SIGNAL

210,200 PERSONS
$179.469.000 in Retail Sales
$283.685.000 in Buying Income

We Lead Day and Night
in This Big Tri-City Market

Write for our
BMB DATA FOLDER

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

NBC
AFFILIATE
National Representative
HEADLEY-REED COMPANY

Commercial

W. P. MULLEN, for past year with CBS Radio Sales, New York, as an account executive, has joined sales staff of CBS Television. Starting in radio in 1934 as a salesman on WTBO Cumberland, Md., where he rose to assistant general manager, Mr. Mullen before joining CBS had been business manager of New York radio department for Lennen & Mitchell.

JAMES G. SANDISON, former manager of Boston office of Edward Petry & Co., has been appointed commercial manager of WMAW and WMAW-FM Milwaukee. Prior to joining Petry & Co., he had been with WTMJ Milwaukee for 13 years as account executive. Mr. Sandison previously was in newspaper work.

Mr. Sandison

ART SMITH, member of Detroit staff of Edward Petry & Co., has been appointed head of Boston office of the national representative firm. He succeeds **JAMES G. SANDISON,** resigned (see above).

CHARLES W. TRIPPE, formerly on sales staff of WPEN Philadelphia, has been appointed sales manager of WINX and WINX-FM Washington. Mr. Trippe joined sales staff of WINX and WINX-FM in June of last year. He also was formerly associated with the Pittsburgh Sun-Telegram and Pittsburgh Press in the advertising departments.

EDWARD E. HALE, formerly with WLW and WKRC Cincinnati, has been appointed account executive of WFTW Fort Wayne, Ind. Mr. Hale also had been with ABC Central Div.

WILLIAM F. BENNETT, with KXYZ Houston, Tex., for 10 years handling national, regional, and local sales, has joined KTHT Houston, as commercial and sales manager. Mr. Bennett headed last year's sales managers executive committee of the NAB.

Mr. Bennett

ELBERT J. HALING, formerly with WFAA Dallas and WBAP Fort Worth, Tex., has joined commercial department of KRLD Dallas.

REESE REINECKER has been promoted to general sales manager of KXYZ Houston, Tex., succeeding **WILLIAM F. BENNETT,** resigned (see above).

ADAM J. YOUNG Jr. Inc. has been appointed national representative for WPOR Portland, Me. WPOR formerly was represented by **AVERY-KNODEL Inc.**

WARREN G. NELSON, former sales manager of WAAF Chicago, has joined Chicago office of George P. Hollingbery Co., national station representative.

JOHN McNEIL, manager of commercial operations for DuMont Television Network, has been named a member of committee of National Cancer Foundation to bring help to advanced cancer suffers in Harlem.

DONALD COOKE Inc. has been appointed national representative of KFRO Longview, Tex.

JOAN SALT has joined accounting department of CKNW New Westminster, B. C.

GUSTAV K. BRANDBORG, commercial manager of KVOO Tulsa, Okla., has been elected president of Tulsa Council of Churches for 1948.

DORIS KINGSBURY has joined traffic department of KCMO Kansas City, Mo.

DAN SCHMIDT 3d, of commercial staff of WCON Atlanta, Ga., is the father of a boy, Tomas Francis.

WEED & Co. have been appointed national representative for WGTM Wilson, N. C. WGTM formerly was represented by **WALKER CO.,** New York.

JOSEPH A. LENN, vice president in charge of sales at WHLI and WHNY-(FM) Hempstead, L. I., has been appointed to steering committee of Hempstead Community Chest.

Music From Italy

AN ADDITIONAL 5,000 musical compositions will be made available in the United States through an agreement between Broadcast Music Inc. and seven Italian music publishers, BMI announced last week. Arrangements for performing rights have been made with the following firms, all of Milan, Italy: Casa Musicale Sonzogno, Edizioni Suivini Zerboni, Edizioni Melodi, Edizioni Kramer, Edizioni Redi, Edizioni Mascheroni, and Di Lazzaro & Edizioni Musicale Italiano.

Respects

(*Continued from page 48*)

for 15 years. In 1929 many stations had their own commercial writers and that was Miss Crane's first job. But it grew into a program of her own, and as one of the early women broadcasters, she soon became known throughout Detroit and the radio industry.

In 1944 she went to WMAL, where she now holds forth. Her latest venture is a television version of the daily *Modern Woman* show. She works up the skits, writes the lines, acts in the show and even models if the show happens to be on fashion. So to say she is valuable to WMAL and WMAL-TV is an understatement, to say the least. In addition, her features are particularly telegenic.

In her almost 20 years of broadcasting, Ruth Crane says "just about everything" has happened to her while she was on the air. Once her script blew out the window and she ad-libbed the entire show. Another time the chair she was sitting on collapsed in the middle of a broadcast. But the prize catastrophe was the day she was alone in the studio beginning her show and she suddenly realized the studio clock had stopped.

In those days she put herself on and off the air via an announcer's box. Connected to the box was a headset plugged into the network line. Just as she was about to yell for help, she grabbed the headphones, listened to the network show, and cut her script as she went along. The timing came out perfectly, but Miss Crane wasn't the same for weeks after.

Absorbed in Work

Greatly interested in women's activities, and also confident of women's ability, Miss Crane says if she had the time and the necessary finances, she would like to go into politics. She could really make Congress sit up and take notice.

Two years ago she married William H. Schaefer, manufacturers representative in Detroit. "We have a wonderful arrangement," she says sincerely. "He has his work there and I have my work here. We see each other whenever we can and have a perfectly grand time together. Neither of us gets in the other's way, and we're both pleased with the set-up." You see, she is a completely modern woman, and proud of it.

Present at the first AWB—it was AWD then—meeting in Cleveland, she has been district chairman for both Michigan and the District of Columbia. She is past president of the Women's Ad Club of Washington, secretary of the American Newspaper Women's Club, and a member of the Women's National Press Club.

Fewer rejections
of network
offerings . . . with
THE MOSBY PLAN

With the Mosby Time Plan, you can accept any network offering and still guarantee local periods. Why? The 3rd quarter out of every hour belongs to the affiliate; the remaining time to the network. And it works in all time zones, too.

The ART MOSBY STATIONS
CBS KGVO MISSOULA
5 KW DAY • 1 KW NITE
KANA · KGFM MONTANA
ANACONDA BUTTE 250 W
GREAT FALLS 5 KW
IN PROGRESS

AGENCIES

CARL S. BROWN was made a partner of Sherman & Marquette, New York and Chicago, when former corporation dissolved and reformed into a partnership the first of the year. Formerly a vice president, Mr. Brown, will continue to head the New York office.

JAMES D. NORTH, former vice president and plans board member in New York office of Foote, Cone & Belding, has transferred to agency's San Francisco office as supervisor of food accounts. **DONALD H. HELLER** has been appointed head of media department of the San Francisco office, replacing **STUART HARDING,** resigned.

DEL WAKEMAN, former advertising manager of Ekco Products Co., Chicago, has joined Al Paul Lefton Co., Chicago office, as vice president and account executive.

ROY S. DURSTINE Inc. will open offices in San Francisco and Los Angeles, Feb. 1. **ROBERT L. NOURSE,** formerly with Dorland Inc., has been named Pacific Coast manager with headquarters in Los Angeles. **H. H. HINDLEY,** also formerly with Dorland Inc., will be in charge of San Francisco office.

DR. HAROLD W. BROWN, medical director, and **ALBERT B. COMROE,** production manager of Murray Breese Assoc., New York, have been elected vice presidents of the agency.

WILLIAM P. SMITH, with Charles W. Hoyt Co., New York for more than 13 years, has been appointed director of radio and television for the agency.

M. F. SALLES, formerly in production department of Abbott Kimball Co., New York, is new account executive for Rodgers & Brown, New York.

FRANK WOODRUFF, former producer of "Lux Radio Theatre" and Camay's "This Is Hollywood", has joined Lennen & Mitchell, Beverly Hills, as assistant to **MANN HOLINER,** agency's vice president in charge of radio.

MACKARNESS GOODE, formerly with Geffen, Dunn & Co., New York, has joined executive staff at headquarters of American Assn. of Adv. Agencies, New York. He will assist **RICHARD TURNBULL,** assistant executive secretary, in field of agency administration and mechanical production.

ROBERT McD. GAMBLE Jr., former account executive of Justin Funkhouser, Baltimore, has joined Courtland D. Ferguson Inc., Washington, Baltimore and Richmond, as account executive. Mr. Gamble also was member of the national advertising staff of the New York Herald Tribune for several years.

PAULA SELIGMAN, former head of Republic Pictures' Eastern Story Idea Div., and Paramount Pictures in New York and Long Island studios, has announced establishment of her own publicity-advertising and public relations offices at 35 West 81 St., New York. She will specialize in commercial as well as entertainment accounts.

ROLAND L. HAUCK, with J. Walter Thompson Co. for 20 years and BBDO in 1946, has organized new type of advertising-group organization called Roland Hauck-Groups. Plans of agency are to coordinate freelance advertising technicians, writers, art directors and commercial illustrators, public relations and other media authorities in specially put-together teams. Agency is located in Mechanics' Institute Bldg., 57 Post St., San Francisco, as of Feb. 1.

DON H. RUTLEDGE, former production manager of Roy S. Durstine Inc., Chicago, has joined John W. Shaw Inc., Chicago, in similar capacity.

ALTON KETCHUM and **DONALD G. CALHOUN,** copy chiefs at McCann-Erickson, New York, have been elected vice presidents of the agency. Elections were made at annual meeting of board of directors of McCann-Erickson last week.

Mr. Ketchum

Mr. Calhoun

WILLIAM MOORE, who joined Walter Weir Inc., New York, early in 1947, has been appointed production manager of the agency.

WILLIAM W. MULVEY, formerly with Kenyon & Eckhardt, and **BRUCE F. ELLIOTT,** who until recently conducted Elliott Business Promotions in Lansing, Mich., have joined copy department of the New York office of Maxon Inc.

C. L. MacNELLY, formerly with Doherty, Clifford & Shenfield, New York, is now account executive for Pedlar & Ryan, New York.

MARTIN KOEHRING, former associate copy chief of Campbell-Ewald Co., New York, has been appointed copy chief of Byrne, Harrington & Roberts Inc., New York.

JEAN CASEY, timebuyer at Hunter Scott Adv., Fresno, Calif., has been named production manager of the agency. **JOHN McDERMOTT,** formerly with South African Broadcasting System and Australian Broadcasting System, has joined Hunter Scott Adv. Agency has distributed folder titled "A New Face, A New Title," giving picture and sketch of Miss Casey and Mr. McDermott.

MacRANN ASSOC., New York, has prepared for distribution booklet "How to Pick an Advertising Agency." Booklet is available to advertisers in New York metropolitan area, northern New Jersey and lower New England.

MURIEL JOHNSTONE, fashion advertising and merchandising specialist, has joined Hixson-O'Donnel Adv., New York, as vice president and head of fashion division.

BOB NYE, producer with Foote, Cone & Belding, Hollywood, has been shifted to agency's Chicago office.

PAT RAYMOND, former literary representative of Stewart Agency, Hollywood, for past two years and previously movie publicist, has joined Lott Adv., Santa Monica, as chief account executive.

JACK ROCHE, former radio producer of Young & Rubicam, New York, has joined N. W. Ayer & Son, Hollywood as producer of MBS "On The Beam."

STEWART GARNER, Ruthrauff & Ryan Hollywood producer of MBS "Jim Backus Show," and **ANN WIGTON,** radio writer, are to be married March 26.

FRED J. BUTLER has been elected to board of directors of F. H. Hayhurst Co., Toronto and Montreal. He has been with the agency for past 12 years. **F. H. CHISHOLM** has been appointed account executive of F. H. Hayhurst Co., Toronto, coming from Ardiel Adv., Oakville, Ont.

NANCY HUGHES, who recently resigned as director of specialized and fashion advertising for St. Georges & Keyes, New York, to open her own agency [BROADCASTING, Jan. 12], has announced that she will deal with varied advertising accounts and not specifically with fashion advertising.

THOMAS B. KING has joined Harry Coleman & Co., Chicago, public relations firm, as assistant account executive.

DOREMUS & Co. has moved its San Francisco offices to larger quarters at 544 Market St.

AL FOSTER, director of public relations for William Esty Co., New York, and Jane Culbertson were married Jan. 15.

M. W. BARNUM, vice president and co-director of radio for Ruthrauff & Ryan, N. Y., is in Hollywood for month's conferences.

SANFRID E. ODHNER has joined copy staff of Brooke, Smith, French & Dorrance Inc., Detroit and New York.

ARCH WHITE Adv., San Gabriel, Calif., phone was incorrectly listed in Jan. 29 issue of BROADCASTING as Atlantic 9-1431; the correct number is Atlantic 9-1341.

BARTON A. STEBBINS Adv., Los Angeles, has moved its offices from 811 W. 7th St. to 1250 Wilshire Blvd. Telephone Trinity 8821.

DONALD STAUFFER, vice president of Sullivan, Stauffer, Colwell & Bayles, New York, is in Hollywood for two weeks' conferences.

GEORGE IRWIN, partner of Irwin & McHugh Adv., Hollywood, is the father of a boy, George Wallace, born Jan. 14.

A Ringer

ARTHUR GODFREY, the poor man's Abe Burrows, had an "overwhelming urge" to give something away on one of his recent 11 a.m. shows for Chesterfield over CBS. In the studio was a washing machine left over as a prize from the *Winner Take All* show, which precedes his. Devilishly, he chose a housewife at random from his audience—Mrs. Rubina Arsenault—and asked her to spell out her name. She succeeded, and Mr. Godfrey rewarded her with the washing machine. He ironed things out with the *Winner Take All* people later.

Palmer to Conduct Radio Sales School at Okla. U.

FRED A. PALMER, head of Fred A. Palmer Co., Cincinnati, will conduct his radio sales training school at the U. of Oklahoma following the university's annual radio conference to be held Feb. 26-28. The sales training school, whose afternoon sessions will consist of practice selling under supervision of experienced salesmen, will be conducted Feb. 29-March 2.

Mr. Palmer

Radio instructors and their topics have been announced as follows: Don Davis, president of WHB Kansas City, "Selling Radio"; Charles C. Caley, executive vice president of WMBD Peoria, Ill., "Selling Local Programs"; Lin Mason, Springfield, Ohio, "Selling the Open-end Transcription"; Harold Day, co-op sales manager, ABC, New York, "Selling the Co-op Program"; J. W. Knodel, Avery-Knodel Inc., "Working With the National Representative"; Mr. Palmer, "A 10-Point Plan of Sales and Service."

1 GETS YOU FOUR ON WBNX
It takes four—the four audiences guaranteed by WBNX — English, Yiddish, German, Italian — to cover ALL New York.
Thus, WBNX, New York's four-star station, fits the needs of all listeners . . . reaches all the people you want to sell in this multi-language area.
ENGLISH
Entire English Speaking Population
YIDDISH
2,350,000 Jewish Speaking Persons
GERMAN
1,236,000 German Speaking Persons
ITALIAN
2,103,737 Italian Speaking Persons
WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

PRODUCTION

RICHARD J. GOGGIN, former ABC television producer-director-writer, has been appointed program director of WFIL-TV Philadelphia. Mr. Goggin, former Coast Guard lieutenant, has recently returned from Europe where he studied TV production methods in England, France and Switzerland. He previously was in charge of all TV writing for ABC and produced and directed numerous programs for the network over WABD New York; WRGB Schenectady; WBKB Chicago, and WPTZ Philadelphia.

CHARLES CRAIG, announcer at WDVA Danville, Va., has been appointed chief announcer and night news editor of that station, and **STEPHEN PALEDES**, formerly with National Academy of Broadcasting, Washington, has joined WDVA as musical director, succeeding **CLARK McCLELLAN**, resigned. **JERRY MULLIN** has been appointed continuity director of station, succeeding **VIRGINIA MURPHY**, who has resigned to join WFNS Burlington, N. C. Miss Mullin also has been named director of women's programs. **KEN KILMER** and **BOB VAN HORN** have joined WDVA announcing staff.

WALTER BALDWIN, former announcer at WDVA Danville, Va., has joined WFNS Burlington, N. C., as assistant manager.

FRED FREELAND, former assistant program director of WOWO Fort Wayne, Ind., has been appointed to television production staff of WBZ-TV Boston. Mr. Freeland has had 15 years experience in radio and stage production and radio announcing and is the holder of three Patent Awards from Westinghouse Electric Co. for his designs in improvement of television technique. In addition to radio activities, he collaborated in production of movie shorts for Warner Bros., 20th Century-Fox and RKO.

ART CHURVIS, formerly with WBBM Chicago, has joined WKMO Kokomo, Ind., as announcer and writer, effective Feb. 1.

HARRY EHRHART, night supervisor of WCAU Philadelphia, has been promoted to personnel manager and purchasing agent for the station. **HUGH FERGUSON** has resigned as WCAU staff announcer to become morning supervisor, replacing **HARRY McILVAIN**, who is changing his operating hours to alternate with **HORACE FEYHL**, night supervisor.

ELINOR INMAN, CBS director of religious broadcasts, is conducting Yale U.'s religious radio course, temporarily replacing **EVERETT G. PARKER**. Mr. Parker, director of joint religious radio committee, leaves this month for three-months trip in the Orient.

UNITY among competitors was accomplished in Buffalo Jan. 16 when sportscasters from four of city's stations broadcast from the same place for the benefit of the March of Dimes. Occasion was first annual Sportscasters-Sports-writers dinner at Hotel Statler to support fight against polio. L. to r.: Charley Bailey, **WEBR**; Jim Wells, **WBEN**; Sig Smith, **WKBW**; Ralph Hubell, **WGR**. Full hour of sports news was aired from the dinner, with each sportscaster allotted 15 minutes.

BOB GEIS, former program director of WCMW Canton, Ohio, has joined announcing staff of WRFD Worthington, Ohio. Previously Mr. Geis was with WHBC Canton, WKRC and WCPO Cincinnati, WHK Cleveland and WOWO Fort Wayne, Ind., in announcing capacity.

VIRGINIA TATUM, former U. S. Dept. of Agriculture specialist, has been named home editor of CBS "Country Journal," heard Sat., 2:30-3 p.m. Miss Tatum was program director of WPTF Raleigh in 1942.

ALUN WILLIAMS, chief announcer for WMCA New York until he enlisted in armed forces in 1942, rejoined WMCA in the same capacity Jan. 25. Since 1946 he has been freelance announcer on several network shows and also has written and produced original programs.

LLOYD MOSS, former staff announcer at WPAT Paterson, N. J., has joined announcing staff of WLBR Lebanon, Pa. Mr. Moss replaces **AL BRUCE**, who resigned to become chief announcer of WLNP (FM) Lebanon.

TOM GILLESPIE, former announcer with WWNY Watertown, N. Y., has been named program director of WISL Shamokin, Pa., new 1000-w station operating on 1480 kc which was scheduled to go on the air Jan. 25.

MARGARET HORNER, continuity director of WSIV Pekin, Ill., was awarded first prize and check for $50 by National Research Bureau for best 1947 commercial radio continuity.

DELMER DAY, former announcer of KFQD Anchorage, Alaska and partner in former advertising firm of Berich and Day, has joined announcing staff of KFAR Fairbanks, Alaska.

RALPH ROSE, former freelance radio producer and writer, has joined CBS Hollywood program department. Mr. Rose is writing, producing, and directing CBS show "Tell It Again" which began Jan. 18. He entered radio in 1930 with Texas State Network.

NED TOLLINGER, MBS Hollywood coordinator of programs, is recovering from an operation at Hollywood Presbyterian Hospital.

JOAN KAY, Chicago radio veteran of 25 years, has returned to the air as announcer and script-writer of "Aisles of Styles," program aired daily on WNMP Evanston, Ill. Miss Kay began her career with WEBH Chicago in 1924 and has played dramatic roles in numerous Chicago-originated serials and other productions.

STEUART WILSON, former music director of Arts Council of Great Britain, has been appointed BBC director of music. He succeeds the late **DR. VICTOR HELY-HUTCHINSON**. Mr. Wilson was a singer by profession prior to 1939 when he joined Curtis Institute of Music, Philadelphia, where he remained until he was appointed BBC's overseas music director.

TOM WAYMAN, former chief announcer and traffic manager of American Forces Network station in Frankfurt, Germany, has been appointed chief announcer of KVNU Logan, Utah.

BERNICE SPECTOR, MRS. LOIS FORTESCUE and **DOROTHY WINTERS** have joined program department of WCAU Philadelphia.

YVONNE LeBROCK, women's editor and copy writer of WHBY Appleton, Wis., has been awarded national citation by National Research Bureau for excellence in writing department store advertising copy.

ELMER NEWMAN, m.c. of "Sleepy Hollow Gang" on WFIL Philadelphia, and m.c. for coast-to-coast "Hayloft Hoedown" originated by WFIL and carried by ABC every Saturday night, is the author of words and music of new song, "I've Lived a Lifetime for You."

CANADA LEE, prominent Negro actor, will begin weekly half-hour disc m.c. show on WNEW New York, Sat. 8-8:30 p.m. in the near future.

NELSON KING, disc m.c. of WCKY Cincinnati, Ohio, and **SARAH JANE PETTY**, assistant to station manager of WCKY, have announced their marriage.

OSCAR KATZ, associate director of CBS research, is the father of a girl, born Jan. 15.

WILLIAM BRENNAN, assistant producer of CBS Hollywood, is the father of a boy.

BILLY GOULD, soundman on CBS "Danny Thomas Show," has been cast in radio script as "Marvin, the Soundman."

BETTY WINKLER and **GEORGE KEANE**, co-stars in CBS daytime serial, "Rosemary," were married Jan. 10.

BOB HARRIS, formerly with WMCA New York, has joined announcing staff of WHLI Hempstead, N. Y. and its FM affiliate, WHNY.

LARRY AUERBACH has joined continuity staff of WCAX Burlington, Vt.

CHARLEY PARK, m.c. of special programs aired on WJR Detroit, is featured in full-page story in February issue of Radio Mirror magazine.

BOB WALSH, formerly with NBC New York and WJIM Lansing, Mich., has been named production manager of WPDX Clarksburg, W. Va.

JIM SLACK, announcer at WOOK Silver Spring, Md., and Iris Smith have announced their marriage.

BOB HOPE, NBC star, was chosen favorite comedian of 4-H Club representatives in poll conducted by Lyn Connelly, Chicago radio-screen editor of Western Newspaper Union, at recent convention of the national farm youth organization.

DON WITTY, ABC New York staff writer, is the father of a girl.

PATSY LEE, regular songstress on ABC's "Breakfast Club," is recuperating from attack of virus pneumonia. She is being temporarily replaced by **NANCY MARTIN** (beginning Jan. 26). **ANNETTE KING** and **EVELYN LYNNE** each substituted for Miss Lee during weeks beginning Jan. 12 and 19th, respectively.

Policy Dispute Prompts Five Dismissals at KZPI

DISMISSAL of five key American staff members from KZPI Manila, the Philippines Broadcasting Corp. station, was reported in the Manila *Chronicle* in an issue reaching New York last week.

According to a spokesman for Soriano & Co., principal owners of the Philippines Broadcasting Corp., the five were separated because of a dispute over business policies. Two others were said to have resigned.

Those dismissed were Norman Paige, one-time ABC correspondent, general manager; Hank Miller, production manager; Paul Rappaport, news editor; Larry Burgett, liaison and survey man; and Erv Pfau, program director, according to the *Chronicle*. Albert Card, script writer, and Mary Hammond, script director, reportedly resigned.

LIPTON CONTEST
$25,000 in Prizes Offered On Godfrey Show

ARTHUR GODFREY'S *Talent Scouts*, heard Mondays 8:30-8:55 p.m. on CBS, will devote seven weeks of commercials during January and February to the promotion of a $25,000 Lipton Noodle Soup prize contest, according to William Brooks Smith, advertising director for Thomas J. Lipton Inc., the program's sponsor.

Contestants are asked to write a last line for a Lipton Noodle Soup limerick, and submit it with a Lipton's box top to become eligible. Young & Rubicam Inc., is the Lipton agency.

INVEST YOUR AD DOLLAR

WCK Y s-ly

L. B. Wilson

WCKY

50,000 WATTS OF SALES POWER

★ ★ ★

FOR MORE LISTENERS PER DOLLAR

IN NEW ENGLAND'S 3rd LARGEST CITY

it's

WNEB

WORCESTER MASSACHUSETTS

Represented By

Adam J. Young Jr., Inc. and Kettell-Carter

ALLIED ARTS

RAYMOND P. KROGGEL, former New York regional educational director for RCA Victor, has been promoted to sales manager of RCA Victor Educational Sales Dept. Prior to joining RCA, he was for five years director of radio education for Missouri State Dept. of Education at Jefferson City.

ERIC HAASE, who recently resigned as assistant to president of Assn. of National Advertisers, will head newly-established Public Policy Organization, at 444 Madison Ave., New York. Mr. Haase, who will be president, was in charge of public and government relations for ANA, and also served as secretary of ANA Radio Council. Plans board of the new public relations firm will include: **MRS. RAYMOND CLAPPER**, author, editor and women's club lecturer; **DONALD D. PATTERSON**, newspaper-management consultant who recently retired as national advertising director of Scripps-Howard newspapers; and **ALFRED SCHINDLER**, vice president of National Federation of Sales Executives and former Under Secretary of Commerce.

Mr. Haase

WILLIAM H. (BILL) GROODY, eastern radio head of Sam Jaffe Talent Agency, has resigned to become sales director of Sherman H. Dryer Productions, New York. He is supervising spring sales promotion on eight new Dryer programs.

UNITEL Inc., Hollywood video film producer, has scheduled New York showing Jan. 26 at Hotel Commodore to demonstrate musical short. Produced by **EZRA DABAH** and directed by **STANLEY SIMMONS**, film consists of nine musical numbers.

BOB ANDERSON, former NBC Hollywood page, and more recently radio actor, has organized new advertising service, Spots From Hollywood, specializing in writing and transcribing musical spot announcements for stations. Headquartered at 2030½ N. Highland Ave., Hollywood, firm also will publish weekly service "Spots From Hollywood" designed to give small station disc m.c. up-to-minute information on recording artists.

HARVEY MARLOWE TELEVISION Assoc., New York, has been appointed television consultant to WKNB New Britain, Conn., video applicant.

RCA VICTOR has inaugurated series of weekly programs broadcast from Camden, N. J., over closed telephone circuit to its record distributors all over U. S. Broadcasts will take the form of regular sales meetings, according to RCA officials, with playing of new records interspersed with sales information.

EUGENE F. McDONALD Jr., president, and seven other company employes recently received wrist-watches from Zenith Radio Corp., Chicago, in recognition of long service and individual contributions to firm's position in radio industry. Other seven employes each of whom has completed 25 years with Zenith, include: **KARL E. HASSEL**, a founder and now assistant vice president and member of board of directors; **PAUL ANDERSON, IRVING HERRIOTT, STANLEY JANIS, GEORGE LANGFORD, RUDOLPH GREY** and **JOSEPH WALGREN.**

GEORGE R. SOMMERS, former Pacific Coast manager of lighting products for Sylvania Electric Products Inc., has been appointed director of sales for product divisions of company in that area. He will be responsible for directing all sales activities, distribution policies and merchandising programs for West Coast territory.

BAXTER E. BURRIS has resigned as project engineer of Langevin Co., New York, to become field service engineer in Aero Electronic Service Dept. of Sperry Gyroscope Co. Inc., Great Neck, N. Y.

JUDY DUPUY, author of "Television Show Business," has been elected president of Radio Events, radio script syndicate which is resuming operations after wartime hiatus. She plans to start immediately new division, Video Events, to serve television stations with script material. Miss Dupuy has resigned as editor of Televisor and assistant director of Television Workshop.

BERNARD SACKETT, freelance radio writer, director and producer, has joined staff of radio school at Columbia Institute, Philadelphia, as instructor in radio writing and production.

VIRGIL M. GRAHAM, director of technical relations for Sylvania Electric Products Inc., Flushing, New York, has been elected chairman of Joint Electron Tube Engineering Council which is sponsored by Radio Manufacturers Assn. and National Electrical Manufacturers Assn. Council was originally established in 1944 to standardize data and engineering practice for electron tubes.

Mr. Graham

JERRY FAIRBANKS, head of firm bearing his name, is in New York for two weeks to expand his New York operations for handling NBC video film contract.

RA-BEST FEATURES Inc., new radio packaging firm [BROADCASTING, Jan. 12], has acquired rights to six comedy-mystery Kelley Roos stories and will dramatize them as half-hour series. **S. JAMES ANDREWS**, executive vice president of Ra-Best Features, will direct and supervise overall production on broadcasts. Package will include full orchestra and will be budgeted at less than $4,000.

BASCH RADIO PRODUCTIONS, New York, has acquired radio rights to "The John Doowinkle," attorney series, which is currently running in Saturday Evening Post, from Harry Klingsberg. Programs are being offered to agencies as half-hour network show with each program complete Doowinkle story.

WILLIAM O. SPINK, former engineer for Galvin Mfg. Corp. (Motorola radios), and Thordarson Electric Mfg. Div., both Chicago firms, has been appointed fie'd engineer of radio division of Sylvania Electric Products Inc., Cleveland office. Mr. Spink replaces **D. W. GUNN**, who has been transferred to New York office as special sales representative.

IRA KAMEN, former general manager of Intra-Video Corp., New York, has joined Commercial Radio-Sound Corp., New York, as technical assistant to the president for engineering, sales and installation of RCA television and sound equipment systems distributed by his company.

GUEST TELEVISION, product of Industrial Television Inc., New York, will be publicized in 1948 through Peter Hilton Inc., New York. Specific plans for Guest Television, which is a centralized television system for hotels, hospitals, colleges and institutions, have not been made. **PETER HILTON** is account executive.

KENNETH KENYON, who has had many years of experience in Philco distributor and dealer work and recently was in charge of Philco Corp.'s world-wide field engineering for the Army and Navy, has been appointed general service manager of that company.

HADOLD W. ARLIN, industrial relations manager at Westinghouse Electric Corp.'s Mansfield, Ohio plant, has been honored with the naming of new local stadium. Mansfield's new stadium has been named Arlin Field. Mr. Arlin is credited with being "radio's first regular announcer" when he was hired by KDKA Pittsburgh in the early days of that station's operations.

U. S. TELEVISION MFG. Corp., New York, has announced its first table model video receiver. Firm heretofore has specialized in large-screen models for clubs and public places. UST table model has 10-inch direct view tube and is priced at $375 plus tax. UST plans to add 12-inch and 15-inch tube sets to its table model line shortly. Firm will spend $250,000 in newspaper and magazine campaign, starting end of February, to publicize its new models. Agency: Huber Hoge & Sons, New York.

INDUSTRIAL TELEVISION Inc. has opened New York sales office at 354 Fourth Ave. to be operated in conjunction with National Service Sales Corp., national representative for its line of industrial Teleceivers and other video equipment.

ZENITH RADIO Corp., Chicago, has announced addition of new console, the Regent, to its radio line. New combination includes firm's famed Cobra tone arm and Intermix record-changer, two-band Armstrong FM and standard broadcast reception. New Radiorgan tone control enables listener to select any one of 64 tonal effects.

BEATRICE E. LAWRENCE, former Los Angeles manager of Harry Jacobs Radio Productions, has been named American sales representative of Grace Gibson Radio Productions. In addition to new position, she is co-owner of Lawston Productions, Hollywood. **GRACE GIBSON**, head of the Australian radio production firm, is in Hollywood setting up offices to coordinate American activities.

Renewals Granted

RENEWAL of license was granted last week by FCC to following standard stations for period ending Feb. 1, 1951: KWAL Wallace, Idaho (Comr. Clifford J. Durr for hearing); WGNC Gastonia, N. C.; KSAN San Francisco; KSIG Crowley, Idaho; WATZ Alpena Township, Mich.; WBHF Cartersville, Ga.; WEED Rocky Mount, N. C.; WFMJ Youngstown, Ohio; WILK Wilkes-Barre, Pa.; WILX North Wilkesboro, N. C; WLAP Lexington, Ky.; WLAY Muscle Shoals, Ala.; WMAJ State College, Pa.; WRQN Vidalia, Ga.

PHONE SURVEY 'OUT' IN TV, SAYS ROSLOW

WARNING television not to repeat the "costly errors" of sound broadcasting in determining the size of its audience, Dr. Sydney Roslow, director of The Pulse, audience measurement firm, declared "There can be no cheap telephone method of measuring the television audience."

A report of The Pulse's first regular survey of television, covering the week of Jan. 2-8, shows approximately 1.4% of the families in the New York metropolitan area as video receiver owners. This would mean about 39,000 sets for the total of 2,800,000 families, The Pulse stated. This figure is considerably below estimates made by video broadcasters and manufacturers.

Families without telephones comprise 13.5% of the total television families, The Pulse reported, adding that the viewing habits of phone and non-phone families differ, with 100% of the non-phone families using their television sets during the course of a day, while 81% of the phone families used their video receivers.

The weight of the non-phone families in the television audience will "steadily increase," The Pulse stated. "To them, the television set will be a principal means of entertainment and relaxation. Their sets will be in heavy use."

Towers Authorized

THE CHICAGO Zoning Board of Appeals Monday authorized NBC, ABC and WJJD (Marshall Field's Chicago station) to erect antenna towers on the Civic Opera and Union Carbide and Carbon buildings. Both NBC's 71-ft and ABC's 117-ft television towers will be on the 45-story Opera House, while WJJD's 54-ft FM antenna will be constructed atop the 40-story Carbide and Carbon structure. (Section 24 of the Chicago zoning ordinance requires that petitions for building additions be submitted to board rather than building operators.)

1-2-4
WIRL
Peoria, Ill.

WRBL
CBS
COLUMBUS • GEORGIA
NOW 5000 WATTS Day and Night
More POWER-ful than ever!
NATIONALLY REPRESENTED BY
GEORGE P. HOLLINGBERY CO. ATLANTA GA

No, we don't have any fifteen-minute or half-hour transcribed masterpieces for sale. With apologies to the boys that do, we just don't believe an advertiser can completely own a recorded show for his product . . . he can't make it "personal" enough. Our "live" shows have basic ideas for an advertiser to tie in with his sales and merchandising plans. As such, Al Buffington "live" shows are doing a wonderful job for advertisers and stations all over the country. Let us tell you about them!

AL BUFFINGTON CO.

CREATORS OF THE FAMOUS
"QUIZ OF TWO CITIES"
2104 North Charles St.
Baltimore 18, Md.

The Largest Producer of Radio Spots, Shows and Television in This Part of the Country!

KFMB
sells
SAN DIEGO
...better than ever!

Soon 1000 watts on 550 kc

Remember! More power means more sales to more people . . .

KFMB

* Now operating KFMB-FM

BASIC AMERICAN NETWORK
(Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

News

JOHN DUNN, ABC New York news writer, has been appointed news editor of the network. **THOMAS VELOTTA**, ABC vice president in charge of news and special events, announced last week.

FRANK EDWARDS, news commentator formerly with WIBC Indianapolis, has joined staff of WISH Indianapolis. In his new position, Mr. Edwards will handle one newscast daily in addition to Hollywood gossip program Mon., Wed. and Fri.

Mr. Edwards

GRANT HOLCOMB has been appointed director of public affairs for KQW San Francisco, with supervision over news broadcasts, special events, farm programs and sports broadcasts. **DON MOZLEY**, former CBS correspondent in San Francisco, has been named KQW news editor.

JOHN SHINN, news editor of Don Lee Broadcasting System, has resigned to join Aero Jet Engineering Co., Azusa, Calif., as editor of its technical writing staff. **JIM PARSONS**, log editor, has been shifted to news editor and **SUE DOHAN** replaces Mr. Parsons as log editor.

JAMES THOMPSON has joined WKBW Buffalo, N. Y., as assistant news editor.

WILLIAM T. GOODWIN, program director of Sportscasting Network, Hartford, Conn., direct wire sports service, has been appointed vice president of the system. Mr. Goodwin previously was with WMAS Springfield, Mass.

Mr. Goodwin

FRANK RAYMOND, farm editor of WDVA Danville, Va., has been promoted to news editor succeeding **GIL THOMPSON**, resigned.

DAVID SCHOENBRUN, CBS Paris correspondent, has been awarded the Croix de Guerre with Bronze Star for his war reporting. Mr. Schoenbrun was attached to French First Army.

WENDELL NOBLE, commentator on Mutual's "Newscope," sponsored by Kaiser-Frazer automobiles, has transferred from Hollywood to join WOL, Mutual's Washington station, and will continue his "Newscope" broadcasts from the Nation's Capital.

LEONARD HEGNAUER, former extension agronomist at Washington State College, has joined KNEW Spokane, Wash., as farm editor. Mr. Hegnauer resigned Jan. 1 after 32 years' service at the college, where he conducted a daily farm program over the college station, KWSC.

JULIAN PIERCEFIELD has joined WCSI (FM) Columbus, Ind., as sportscaster.

HERB CLARK, radio editor of Trenton (N. J.) Times, is the father of a boy, Allan Marshall.

FULTON ARNOLD, sportscaster of WTTM Trenton, N. J., has been chosen Radio Chairman for Trenton March of Dimes campaign.

GENE De ALESSI, former chief announcer of WDSR Lake City, Fla., has joined news and special events departments of KTIM San Rafael, Calif.

BILL TRAVIS, sportscaster of WTUX Wilmington, Del., has been named one of 30 top sportscasters of the country by UP. Mr. Travis is recent graduate of National Academy of Broadcasting, Washington, D. C.

ERNIE PETERSON, news reporter for WTIC Hartford, Conn., has received special commendation by Court of Common Council for "cooperation during the past two years."

BILL SHOMETTE, farm and ranch director of WOAI San Antonio, Tex., has been chosen to serve on original board of directors of San Antonio Stock Show Assn., now engaged in the work of organization and policy-making.

Radar Components in Video Equipment Prompts Banning of Surplus Exports

A BAN on export of war surplus radar equipment has been imposed by the State Dept. after Rep. Ross Rizley (R-Okla.) protested that shipments were going to Russia.

An announcement by Elmer T. Cummins, executive secretary of the National Munitions Control Board, said radar equipment is now classified as "arms" and cannot be exported without a license. This leaves Russia, the Russian satellite countries and Palestine as the countries to which exports of arms are not licensed.

Mr. Rizley protested when he learned that Television Assoc. Inc. had asked the WAA's permission to sell a shipment to Amtorg, Russian purchasing agency. WAA turned the request over to Mr. Rizley, who is chairman of a House special committee on surplus property.

The proposed sale of television relay links, containing some components of war surplus radar equipment, was cancelled before issuance of the government order, it was learned in New York.

Keith Kiggins, one time vice president of ABC and now eastern sales representative of Television Assoc., said that the sale of three television relay links to Amtorg, Russian trading agency, had been cancelled Jan. 10.

Mr. Kiggins said that the units which Amtorg had ordered were similar to those which have been used by several American television stations for remote telecast relays. They were manufactured by Television Assoc. as television equipment and contained only some component parts from war surplus radar equipment which the company had purchased last spring.

Technical

ALLEN B. DuMONT LABS, Clifton, N. J., has announced DuMont Model TA-512-A dual iconoscope film pickup system for television in form of sectional units for control console, cabinet racks and pickup units. Housed in rectangular, upright metal cabinets, film pickup units are either floor-mounted or mounted on track attached to wall. Control console is built in sections, each controlling one camera and extra section to handle mixing of pickups.

DONALD H. COOPER, operations supervisor for NBC in Washington, has been appointed chief engineer of NBC's Washington radio and television operations, which include WRC, WRC-FM and WNBW (TV). He succeeds the late **ALBERT E. JOHNSON**. **ROBERT TERRELL**, assistant supervisor, has been appointed to replace Mr. Cooper as operations supervisor. Mr. Cooper, who has been with WRC since 1928, previously was with Independent Wireless Co., Baltimore, and RCA's Marine Div. in Norfolk, Va. Mr. Terrell has been with WRC since 1926.

Mr. Cooper

WRGB Schenectady, N. Y., General Electric Co. video station, has installed new three-bay turnstile type antenna at its transmitter station in Helderbergs. Installation of new antenna has resulted in "marked improvement in the quality of programs received in the area covered by this station," according to **W. J. PURCELL**, broadcast operation engineer.

CKBW Bridgewater, N. S., went into operation last month with 1 kw on 1000 kc, according to Radio Branch, Dept. of Transport, Ottawa. CJDC Dawson Creek, B. C., also started operation last month with 1 kw on 1350 kc. CKFI Fort Frances, Ont., has changed ownership, new owner and licensee being John Graham McLaren, Ottawa reports.

LOYD SIGMON, chief engineer of KMPC Hollywood, has been appointed chairman of West Coast Institute of Radio Engineers convention to be held Sept. 30 through Oct. 2, 1948 at Biltmore Hotel, Los Angeles.

CUSTOM-BUILT mobile broadcasting unit equipped with shortwave relay transmitter has been placed in operation by WFIL Philadelphia. Unit is equipped with a 3-kw gas driven generator; complete acetate recording equipment; wire recorder; complete remote pick-up apparatus; AM, FM and relay-link receivers; public address system and FM radio-telephone. Unit will be used to originate remote shows and as news-gathering device.

HOWARD BEILIN, staff technician at WLAD Danbury, Conn., has resigned to enter communications in Florida.

WCOA
PENSACOLA

Wattage now 5000. Day and Night!

Complete coverage in Northwest Florida!

ONLY NBC Station in Northwest Florida!

Audience, over 507,000 listeners!

National Representatives
JOHN H. PERRY ASSOCIATES
New York, Philadelphia, Detroit, Chicago, Atlanta

'Preacher' Protests No Concern of FCC

Over-Border Activities Are Termed Outside Agency Scope

SPOKESMEN at FCC have indicated there is little chance that agency could take any action on protests filed with FCC and Secretary of State George Marshall by Friends of Democracy against the practice of extremist Fundamentalist preachers going across the border to broadcast to this country from powerful Mexican stations after they have been barred from U. S. airlanes. FCC, it was pointed out, has no jurisdiction over Mexican radio operations.

In its memorandum to Secretary Marshall and the FCC, Friends of Democracy suggested that the U. S. take steps to call the matter to the attention of the Mexican government.

The memorandum pointed out that one Mexican station, XERB Rosarito, denied time to Harvey Springer, a Colorado evangelist, in the fall of 1946, but added that unless other stations follow XERB's example "indications are that more and more of this country's Fundamentalists will gravitate to Mexico to bombard both countries with their extremist propaganda."

Although denied use of XERB facilities Mr. Springer, described by Friends of Democracy as an evangelist "personally and ideologically close" to Gerald B. Winrod, Wichita Fundamentalist "who follows the anti-Semitic, anti-Catholic pattern," broadcasts daily over XEG Monterey and XERF Villa Acuna, both 150-kw stations. Similarly, Mr. Winrod uses the facilities of XEG and XERF, the memo points out, calling attention also to several other Fundamentalist preachers who are reaching listeners in this country through powerful Mexican outlets.

Upton Close, news commentator formerly heard on MBS, is using three Mexican stations, XERB XERF and XEG [BROADCASTING, Jan. 12], presenting weekly 15-minute broadcasts.

'NEIGHBOR X!'

WJMO Gets Terrific Response From Teaser

Mr. McNeeley (l) and "Neighbor X", Mr. Anderson

WJMO Cleveland's own "Mr. Hush" idea is really taking on with the station's listeners. Their new show is called "Neighbor X!"

The show, heard at 9:30 a.m. Monday-Friday, consists of Marty McNeeley, m.c., popular music and a tape recording of well-known Clevelanders who give clues to their identity. First "Neighbor X" was Stanley Anderson, radio editor of the *Cleveland Press*. During the week he paraded up and down Euclid Ave., the main thoroughfare, concealed by a mask, and carrying a sandwich board saying he was WJMO's "Neighbor X." Several columnists printed their guesses, and the mail poured into the station, rife with wrong guesses.

WJMO currently is inviting inquiries on the show from other stations.

Litchfield Award

ABC will air a special program Feb. 3 at 8 p.m. when Paul W. Litchfield, chairman of the Goodyear Tire and Rubber Co., Akron, Ohio, will receive the 1947 Public Relations Award. Mr. Litchfield was chosen by the National Assn. of Public Relations Counsel Inc., for Goodyear's ABC Sunday series *The Greatest Story Ever Told*. Mark Woods, ABC president, and Earle Ferris, NAPRC president, also will be on the broadcast.

CANADIAN COPYRIGHT FEE INCREASE SEEN

CANADIAN BROADCASTERS will pay $306,751 in copyright fees this year if the Canadian Copyright Appeal Board allows the schedules filed with it on Jan. 16 by Composers, Authors & Publishers Assn. of Canada (CAPAC) and BMI Canada Ltd. This is an increase of $12,300 from the 1947 fees amounting to $294,424 set by the board last September [BROADCASTING, Sept. 22, 1947].

Both Canadian Broadcasting Corp. and independent broadcasting stations collectively are each assessed $126,547 by CAPAC, and this sum is divided by formula for independent stations by Canadian Assn. of Broadcasters. BMI Canada Ltd. asks $36,156 from independent broadcasters and has an annual agreement for a flat fee of $17,500 with CBC. Rates are set at 7 cents per licensed receiving set for CAPAC, payable by both CBC and CAB stations, and BMI Canada receives 2 cents per licensed receiving set from CAB.

Licensed receiving sets increased during past fiscal year (April 1, 1946-March 31, 1947) to 1,807,824 from 1,754,354 previous year. (Only one license is required per house which may have as many sets as its occupants want.)

WORL COUNSEL SEEKS REPORT INFORMATION

COUNSEL for WORL Boston, appealing from FCC's denial of license renewal [BROADCASTING, Oct. 20, 1947], have asked the Court of Appeals for the District of Columbia to call for a "confidential" report submitted to the Commission by the examiner who conducted the WORL hearing, held in late 1944.

The Commission contended in its reply that such material is extraneous, being in the nature of interoffice memoranda and not germane on appeal.

Before the advent of the Administrative Procedure Act, such reports by hearing officers to the Commission were classified as confidential. But WORL Counsel John Southmayd, of the Washington firm of Fisher, Wayland, Duvall & Southmayd, contended that the examiner's report (which he alleged to exist without purporting to say what it contained) is a vital part of the WORL case and should not be kept confidential from the court.

P. W. Seward, now a private radio attorney in Washington, conducted the WORL hearing and presumably wrote any such report that was made.

RADIO MANUAL, designed to give practical hints for the handling of mouth hygiene information on the air, has been published by the Oral Hygiene Committee of Greater New York. All of the material was broadcast over WNYC New York at intervals from 1940 to 1946.

Television Dept. Formed By Prockter Productions

FORMATION of a television department has been announced by Bernard J. Prockter, president of Prockter Radio Productions, New York, to be headed by Everett Rosenthal, promoted from vice president to executive vice president of the company.

The firm plans to have at least five productions prepared for prospective sponsors within the next few months.

Mr. Prockter, producer of *The Big Story* and co-producer of *Quick as a Flash*, said that the great number of inquiries coming to him about packaged television shows necessitated the move.

Yankee Covers Fire

WHEN a five-alarm fire hit the South Boston waterfront Jan. 15 the Yankee Network's special features department moved in on the story simultaneously with Yankee's news service, the network reports, claiming that its news coverage was minutes ahead of any other Boston station and more than a half hour ahead of the wire services. Eye-witness account of the blaze was broadcast while the fire was still out of control by Lester Smith of the Yankee staff, according to the network. Special bulletins and detailed roundups were aired periodically.

SELL EASTERN NORTH CAROLINA

WRRF . WRRZ

5000 WATTS, 930 KC
WASHINGTON, N. C.

1000 WATTS, 880 KC
CLINTON, N. C.

Eastern North Carolina is a rich market where last year's bright leaf tobacco crop alone sold for $245,459,006. The 135,510 radio sets in this 31-county area with 922,353 population stay tuned to WRRF and WRRZ.

These stations offer outstanding local and regional programming plus the top programs of ABC. This prosperous 31-county market is the primary daytime listening area of WRRF and WRRZ. For speedy results in the "as good as gold" market, use WRRF and WRRZ.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York • Chicago • Los Angeles

In Oklahoma City

KOMA

50,000 WATTS

Joe Bernard—Gen. Manager

Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVES

PATRICK H. GORMAN, assistant merchandising director of Philip Morris & Co., New York, has been appointed advertising manager. He joined the firm last year.

GEORGE F. MITCHELL, who has been manager of Maxwell House Tea Div. of General Foods Corp. Since its formation in 1929, has retired from active service in conformity with company retirement compensation plan. CLARENCE GATES, who has been working in production capacity for the division, will succeed Mr. Mitchell. Mr. Mitchell will continue to serve General Foods as an independent consultant.

GEORGE S. McMILLAN, secretary and director of public relations of Bristol-Myers Co., New York, has been elected vice president in charge of public relations. Mr. McMillan, who joined the company in 1944, formerly was secretary of Assn. of National Advertisers.

D. J. KENNEDY Co., Pittsburgh (building materials), has appointed Pratt & Burk, that city, to handle advertising. Radio will be used.

JAMES C. DOUGLASS, veteran radio program director, has been appointed radio coordinator of foreign department, Colgate-Palmolive-Peet Co., Jersey City, N. J. He was production manager of company's radio unit in Sydney, Australia, in 1946-47 and worked for its advertising agency, George Patterson Pty. Ltd. His appointment is effective immediately.

Mr. Douglas

STUART D. WATSON has been promoted to assistant advertising manager of Standard Oil Co. of Indiana. Mr. Watson, who joined the company in 1939, was executive assistant to advertising manager in Chicago general offices prior to his promotion.

BOTANY WORSTED MILLS, Passaic, N. J., Jan. 16 renewed its Friday night video weather reports on WNBT New York, NBC video station. Agency: Alfred J. Silberstein-Bert Goldsmith Inc., New York. Company has had weather reports on WNBC since September 1943.

KELLY CAR Co., Los Angeles (Ford Car dealers), started six weekly one-minute video spots on KTLA Hollywood on Jan. 19. Contract is for 52 weeks. Agency: The Tullis Co., Hollywood.

HAVENS ELECTRIC Co., Albany, is first local advertiser to use time on WRGB Schenectady since that video station has gone commercial. Sponsoring station's 7:55-8 p.m. telecast of news pictures and captions nightly except Saturday. Program is one of three local video news shows on WRGB nightly, all supplied by International Sound Photo Picture Service and special news wire into the station.

WESTINGHOUSE SUPPLY Co., Chicago, and six of its authorized dealers, Jan. 12 began sponsorship of "Symphonic Hour," nightly 9-10 p.m. (CST) on WGNB, WGN Chicago's FM station. Contract, placed direct is for 52 weeks. Different dealer sponsors each evening's program along with Westinghouse.

ARGOSY PICTURES, Los Angeles, purchased three two-minute video spots on WBKB Chicago, Jan. 16, 18 and 19, for promotion of "The Fugitive." Move was aimed at strengthening film's box office which had lagged as result of cold weather. Purchase also was test to determine video's power in support of movies. New York is to be next test market for television advertising. Agency: Foote, Cone & Belding, Los Angeles.

HALL BROS., Kansas City (Hallmark Cards) sponsor of CBS "Radio Readers's Digest", has subscribed to A. C. Nielsen's Radio Index. Analysis will also be extended to company's agency, Foote, Cone & Belding.

SEEMAN BROTHERS Inc., New York, (Air-Wick), will sponsor quarter-hour Hollywood news show Saturday mornings over ABC at 10:30 a.m. The 52-week contract is effective Jan. 31. Firm has sponsored "Monday Morning Headlines" over 227 ABC stations since 1946 (Sun., 6:15-6:30 p.m.). Agency, William H. Weintraub & Co., New York.

WILLIAM R. WARNER CIA has appointed McCann-Erickson's office in Buenos Aires to handle Argentina advertising of Sloan's Liniment, Parker Pills, and line of medical products.

VICTORY PACKING Corp., Los Angeles (Thoro-Fed Dog Food), starts today (Jan. 26) two week's spot and participation campaign on four Hollywood stations as follows: six-weekly spot on KNX; five-weekly participation on KFWB "Bill Anson Show"; three-weekly each on KFI "Joan Shaffer Show" and KECA "Frances Scully Show." Agency: Robert F. Dennis Inc., Los Angeles.

SPONSORS

PAUL F. BEICH Co., Chicago (candy), has appointed Olian Adv., Chicago, to handle its advertising. Spot radio, currently used, will be continued.

KAISER-FRAZER Corp., Willow Run, Mich. (automobiles), has signed with Yankee Network to renew its current spot series over six stations. Breaks are one-minute transcribed and will be aired over following stations: WNAC Boston, 4 times weekly for 24 weeks; WAAB Worcester, 4 times weekly for 34 weeks; WMTW Portland, Me., 35 weeks 3 announcements weekly; and WONS Hartford, WICC Bridgeport, and WEAN Providence for a period of 25 weeks. Agency: Swaney, Drake & Bement Inc., New York.

RALPH W. REESE, former manager of international division of Young & Rubicam, New York, has been appointed advertising manager of Frankfort Distillers Corp., New York.

BENJAMIN MOORE & Co., New York (paints), March 6 starts for 13 weeks "Your Home Beautiful" on ABC, Sat. 10-10:15 a.m. Agency: St. Georges & Keyes, New York.

PHILIP MORRIS & Co., New York (cigarettes), Feb. 13 will replace its CBS show, "It Pays to Be Ignorant," Fri. 10-10:30 p.m., with Dinah Shore show, "Call for Music." Former show will be rescheduled by CBS, probably as Saturday co-op, network states. Biow Co., New York, is agency for Philip Morris.

HIRES BOTTLING Co. of Chicago (root beer) has appointed Harry J. Lazarus & Co., Chicago, to handle its advertising in that area. Company will use radio spot campaign during spring and summer months this year.

LUCELE Ltd., New York furrier, has appointed William Warren Agency, New York, to handle its television advertising. Company is starting participating sponsorship of "Doorway to Fame," Mon. on WABD New York. JAY BUCKNELL Inc., New York shirt manufacturer, has renewed for another 52 weeks its participation in the same program, placed direct.

LIGGETT & MEYERS Tobacco Co., New York (Chesterfield cigarettes), Feb. 16 renews for 13 weeks Peter Potter's "ABC Platter Parade" on nine Mutual-Don Lee Stations. Agency: Newell-Emmett Co., New York.

ELECTRIC & MUSICAL INDUSTRIES Ltd. has appointed the London office of McCann-Erickson to handle advertising of Columbia, Parlophone and Regal Records.

PUROFIED DOWN PRODUCTS Corp. (pillows) and JAY-DAY DRESS Co., both New York, have appointed television department of Bermingham, Castleman & Pierce Inc., New York, to handle television advertising. Schedule includes participating spots on WABD New York.

FINAL ARRANGEMENTS for sponsorship of Mon.-Fri. broadcasts of "Kate Smith Speaks" over WCPO Cincinnati, are made by Tudor Newstedt Jr. (seated), president of George H. Newstedt Co., Cincinnati jewely store. Smiling approval are John Patrick Smith (l), WCPO station director, and Edward Strauchen, agency representative.

NUTRI-COLA International Corp., New York (soft drink), is using radio on local basis as it expands its market-by-market campaign. At present spots are being used in three major markets.

CHARLES M. HIGGINS is account executive, with William H. Weintraub Co., New York, in charge of advertising.

A. S. HARRISON Co., New York ("Preen" floor wax and "K. T." wall wax), began new campaign in January using semi-weekly participating spots on women's shows in three markets. Stations are WOR and WQXR, both New York, WTIC Hartford, Conn. and WCAO Baltimore. Agency: Alfred Tokar Adv., Newark, N. J.

PHARMACO Inc., Newark, N. J. (Chooz Feenamint), has signed for sponsorship of "Official Detective," heard on MBS Tues. 8:30-8:55 p.m. starting Jan. 20. This, together with Pharmaco's sponsorship of "Jim Backus Show," "Adventures of Charlie Chan," and "Song of the Stranger," makes the firm the largest individual nighttime sponsor on Mutual, according to JESS BARNES, network's vice president in charge of sales. Agency: Ruthrauff & Ryan, New York.

GENERAL FOODS Corp., New York, will promote three different products during its 14-week sponsorship of "Author Meets the Critics" on NBC television. Program will advertise Jell-O first five weeks, with Young & Rubicam, New York, as agency, and Diamond Crystal Salt second five weeks, with Benton & Bowles, New York, as agency. Product and agency for final three weeks will be announced later.

"VIC" DIEHM SAYS:

It's Been Proven

Your WAZL advertising dollar will result in direct sales gains for you. The annual earnings of this rich Anthracite and Industrial region of Pennsylvania totals $55,000,000 per year. That's a lot of money . . . and it's all spent in WAZL's coverage area.

Contact WAZL or our National Representative.

Radio Advertising Co.
521 Fifth Avenue,
New York City

AFFILIATED WITH NBC - MBS

WAZL

THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

Established 1932 · Hazleton, Pa.

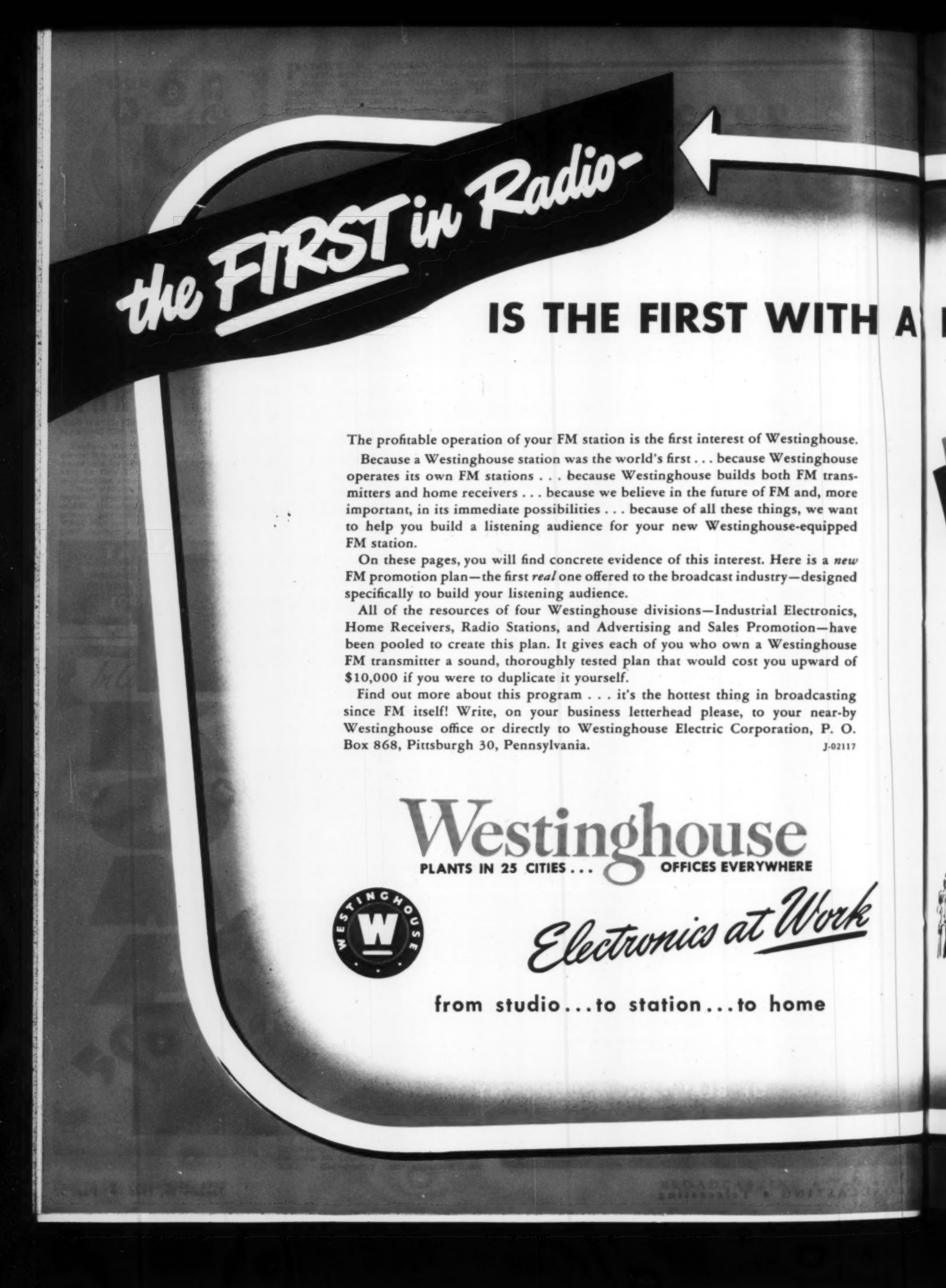
This seven-tower directional array was designed to protect several stations operating on the same frequency. Six towers are used during the night and the seventh, with two night pattern towers, give excellent daytime coverage. Due to the location it was necessary to place gravel fills through the ice to a depth of over 30 ft. before pile foundations could be driven to solid ground. Towers are Blaw-Knox Type CN, base insulated 225 ft. high.

BLAW-KNOX DIVISION of Blaw-Knox Company
2038 FARMERS BANK BUILDING
PITTSBURGH 22, PA.

BLAW KNOX

ANTENNA TOWERS

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY



The profitable operation of your FM station is the first interest of Westinghouse.

Because a Westinghouse station was the world's first . . . because Westinghouse operates its own FM stations . . . because Westinghouse builds both FM transmitters and home receivers . . . because we believe in the future of FM and, more important, in its immediate possibilities . . . because of all these things, we want to help you build a listening audience for your new Westinghouse-equipped FM station.

On these pages, you will find concrete evidence of this interest. Here is a *new* FM promotion plan—the first *real* one offered to the broadcast industry—designed specifically to build your listening audience.

All of the resources of four Westinghouse divisions—Industrial Electronics, Home Receivers, Radio Stations, and Advertising and Sales Promotion—have been pooled to create this plan. It gives each of you who own a Westinghouse FM transmitter a sound, thoroughly tested plan that would cost you upward of $10,000 if you were to duplicate it yourself.

Find out more about this program . . . it's the hottest thing in broadcasting since FM itself! Write, on your business letterhead please, to your near-by Westinghouse office or directly to Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania. J-02117

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

Electronics at Work

from studio . . . to station . . . to home

A REAL FM PROMOTION PLAN

47 ways TO PROMOTE YOUR NEW FM STATION

a new promotion package to help you gain listener attention and build your audience

Here's a promotion package of 47 ideas to build good will, identification and listener acceptance of your new FM station.

It gives you ideas—and specific help—on every phase of station promotion. And this plan is also backed up by a strong, co-ordinated program developed for Westinghouse radio retailers that will help you promote FM in your community.

Here's what this new FM plan offers:

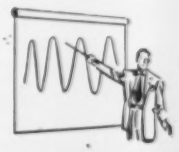
Newspaper advertisements **Newspaper publicity** **Car and window cards**

Window displays **Demonstrations and movies**

Consumer booklets **Radio spots** **Studio party guide**

Programming aids **Contests** **Timing helps**

Dealer support



PROMOTION

SINGLE American Beauty rose was distributed to each of 150 furniture and department store dealers in station's area by KQV Pittsburgh, to announce new sponsorship of "Information Please" on KQV by American Beauty Mattress. Each rose was sealed in vial with water, and attached to stem of flower was card reading, "You have a date on the air tonight . . . KQV . . . 9:30 p.m. with American Beauty and 'Information Please' . . . To sell more bedding for you." Accompanying each rose was letter to dealer outlining promotion campaign which the sponsor, Royal Bedding Co., is undertaking for American Beauty Mattress. Agency for Royal Bedding is Dublin Adv.

KOA Ad Reprints

REPRINTS of advertisement recently placed in Rocky Mountain Life publication by KOA Denver are being distributed by that station. Ad is titled "People Behind the Scenes at KOA" and presents pictures of four station executives with brief sketch on each man and his duties. Aim of ad is to inform public about workings of a station and its executives and to refute "popular public misconception that it takes only an announcer, engineer and some phonograph records to run a radio station." KOA executives featured in the ad are Lloyd E. Yoder, general manager; James R. MacPherson, assistant manager in charge of commercial activities; Robert E. Owen, assistant manager in charge of engineering; and Clarence C. Moore, program manager.

Programming Contest

CONTEST to determine what listeners like to hear best on the air has been conducted by KROW Oakland, Calif. Contestants were asked to write KROW with suggestions for programming "Album of Music" heard nightly 11 p.m. to midnight; what kind of music program should contain, what type of announcer and how the commercials should be given. To writer of the best letter went free plane trip to Hollywood, trip through one of major studios and passes to a favorite radio broadcast. Writer of second best letter was presented with Bendix Phantom Radio.

'Between the Lines'

ARTICLE by John Crosby, on "Report Uncensored" program over WBBM Chicago, which recently appeared in New York Herald Tribune, has been incorporated into unique brochure being distributed by WBBM. Brochure is headed: "Reading Between the Lines," and between lines of this heading is: "A story of Chicago radio by John Crosby . . . a story that has even more significance for radio advertisers than for listeners." Preface of brochure tells of numerous reviews of "Report Uncensored" in newspapers and magazines, and states "between the lines of each of these reviews . . . there is another story. A station's success is shared by every one of its advertisers. . ." Mr. Crosby's article is reprinted in full with statements of WBBM's selling power printed in red between the lines.

Zoomar Promotion

REPRINTS of publicity received in national publications by the Zoomar lens are being distributed by Jerry Fairbanks Inc., New York, firm which handles distribution of the lens. Reprints include article which appeared in The New Yorker, tracing development of Zoomar lens and its uses; cartoon from BROADCASTING on television's use of the lens and folder prepared by Paramount News describing its use in newsreels.

KYW Tournament

PROGRAM TOURNAMENT, in which groups of youngsters from 25 city recreation centers will compete to put on radio shows, is being conducted by KYW Philadelphia, in cooperation with Philadelphia's Bureau of Recreation. Tournament is outgrowth of eight-week course in radio techniques conducted in November and December by KYW for 60 recreation center supervisors. Competition will take place in recreation centers with simulated studio set-up, with youngsters first using KYW script material and later preparing their own. During next four months, William C. Galleher, of KYW, and Recreation Bureau officials will tour centers and watch youngsters develop material. Group judged most proficient in simulated broadcast will be given opportunity to present a "live" program on KYW during May.

NBC BMB Brochure

ATTRACTIVE eight-page brochure based on BMB Study No. 1 has been compiled and distributed by NBC. Titled "Listening Levels," brochure is illustrated with line-drawings of two surveyors. Opening section of booklet answers question, "What is BMB?" Highlights of BMB Study No. 1 are presented in following pages, showing NBC coverage as compared to other networks. Final page shows two surveyors, who have been at work in preceding pages, relaxing under a tree listening to a radio, and carries inscription: "NBC is the network most people listen to most."

WKY Billboard

IN SUPPORT of the current national campaign for better understanding of importance of advertising, WKY Oklahoma City has erected new billboard, headed "Thank Advertisers for the World's Best Programs." Billboard emphasizes that good programs are made possible by sponsors and that advertisers have made it possible for radio listeners of America to hear stars of entertainment field in their own home. Circle panel in corner of billboard advertises specific WKY program and this panel is changed monthly.

All-Year Coverage

BILLBOARDS which previously have been used by WIBG Philadelphia for special features only, will now be used on year-'round basis. Arrangements provide for showings on all prominent boards throughout city over 12-month period to give widest spread available in area. Boards display station's call letters in large type, plugs for separate programs, and slogan, "For Your Listening Pleasure."

CKVL Fire

PARTIALLY burned mailing sheet headed "The Big Bonfire" has been distributed as latest promotion for CKVL Verdun, Que. Sheet lists data on CKVL's increase over other stations in area, based on study made by Elliott-Haynes agency. One side of each sheet has been burned to point up head of "Big Bonfire" and statement that "CKVL is Greater Montreal's hottest radio buy right now!"

Safe Driving Map

BOOTH sponsored by KDKA Pittsburgh at Pennsylvania State Farm Show was highlighted by huge map giving weather conditions of surrounding areas. Designed to aid persons driving to and from the show by giving weather and road conditions throughout the state, KDKA map displayed large drawing of state with tags giving weather conditions in each area. Tags were changed as latest forecasts came in from U. S. Weather Bureau.

Kitchen Utensils

STEEL batter spoon with can opener attached is being offered on ABC's "Ladies Be Seated" by Quaker Oats Co. Spoon may be obtained by sending 10c and boxtop from Aunt Jemima Ready Mix (pancake, buckwheat mix) to Aunt Jemima, Box D, Chicago 77, Ill. First segment of "Ladies Be Seated," 2-2:15 p.m. (CST), Mon. through Fri., is sponsored by Quaker Oats Co., through La Roche & Ellis, Chicago.

'XLing'

FOR PURPOSE of airing the problems and successes of each individual station for benefit and instruction of the others, the management and employes of the XL stations, operated by Pacific Northwest Broadcasters, have prepared new publication titled "XLing." The 25-page booklet is divided into departments rather than into stations, "so members will feel that they are a part of 'XL' programming, rather than part" of an individual station. Departments include such headings as "Programming," "X-Sellers," "XL Paydirt," "Excelowatts," Excelleration," "Sponsorisms," "Excelovox" and "Excelowits." All material in booklet is written by station employes, telling of their work and personal notes of interest to all. Pacific Northwest Broadcasters plans to continue publication of "XLing," with next issue to be published in next three months.

Cooperate on Contest

COOPERATIVE television programs have been started on WNBW Washington to promote contest being conducted by local independent newspaper, Washington Post. Post competition is to find a government girl prototype for future episode of Publishers Syndicate "Mary Worth" comic strip. Contestants will be interviewed on WNBW and plans have been made for final judging of contest to be televised by WNBW early in February.

Key Promotion

CONTINUING its promotional campaign to announce increase in power and change of frequency, WDNC Durham, N. C., has released new gimmick card featuring a key. Steel key is inserted in card with copy reading: "A [key] to a million more radio listeners . . . WDNC . . . will soon be unlocking the doors of 1,219,000 radio listeners . . . Get in your order for time."

WWDC-FM CELEBRATES

Increases Power to 20 kw, Ends Contest

INCREASE in power to 20 kw of WWDC-FM Washington was celebrated last Thursday by a two-hour inaugural broadcast on both WWDC and WWDC-FM. The program also signalled the climax of the "Mr. FM" contest, which has been held for the past month [BROADCASTING, Jan. 5].

Broadcast began at 8:30 p.m. on FM, then from 10-10:30 was carried on AM as well. Prizes totaling $5,500, including a Frazer-Manhattan car, were awarded to the winner of the contest, whose name was announced during the program. Peter Donald, of *Can You Top This* and the Fred Allen show, was the mysterious Mr. FM and he also was m.c. of the WWDC WWDC-FM program from 9-10 p.m.

According to Station Manager Ben Strouse, over 21,000 entries were received for the "Mr. FM" contest, which has been publicized on both AM and FM as well as in newspaper ads since Jan. 1.

Promotion Personnel

E. W. MOSS, formerly in advertising department of Butler Mfg. Dept., has joined KMBC Kansas City, Mo., as assistant to director of advertising and promotion. He replaces **WARREN K. RODAT,** resigned.

RON FRASER, formerly of CJLS Yarmouth, N. S., and CBH Halifax, has been appointed assistant supervisor of press and information of CBC, with offices at Toronto. **DAN McARTHUR** remains acting supervisor of press and information, post he combines with that of chief news editor of CBC Toronto.

BILL ARTHURS, promotion director at WRFD Worthington, Ohio, is the father of a girl.

FUNDS to buy radios for blind persons who cannot afford their own are being solicited by American Foundation for the Blind, 15 West 16th St., New York. Foundation welcomes gifts of sets from individuals or manufacturers, but prefers cash contributions, on the basis of $15 for each radio, or any part of that sum.

MORE Advertisers USE KOIL

THAN ANY OTHER RADIO STATION IN OMAHA & Council Bluffs

BASIC ABC 5000 WATTS
Represented By
EDWARD PETRY CO., INC.

KNOW

The Most Listened-to Station in AUSTIN

Morning, Afternoon and Night

AMERICAN BROADCASTING COMPANY ● TEXAS STATE NETWORK

WEED & COMPANY, National Representatives

ACTIONS OF THE FCC

JANUARY 16 to JANUARY 22

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
ST-studio-transmitter	aur-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis-visual	unl.-unlimited hours

January 16 Decisions . . .

BY COMMISSION EN BANC

Modification of CP

WGNB Chicago—Granted mod. CP in part, authorizing power of 40 kw, 500 ft. ant., trans. location in downtown Chicago.

WENR-FM Chicago—Granted mod. CP in part, authorizing power of 40 kw, 500 ft. ant., trans. location in downtown Chicago.

Jacksonville Bcstg. Corp., Jacksonville, Fla.—Granted request to cancel CP for Class B station, and application was dismissed.

ACTIONS ON MOTIONS

By Commissioner Durr

Cumberland Pub. Co., Pikeville, Ky.—Dismissed petition requesting continuance of consolidated hearing in re its application (Docket 8260 et al).

Panhandle Bcstg. Corp., Amarillo, Tex.—Dismissed petition requesting continuance of consolidated hearing in re Dockets 7575 et al.

Weldon Lawson, Seguin, Tex.—Granted petition for leave to amend his application to specify 1580 kc 250 w D in lieu 1400 kc 250 w unl. Amendment was accepted and application removed from hearing docket.

Fairfield Bcstg. Co., Empire Coil Co. Inc. and Harold Thomas, Waterbury, Conn.—Granted joint petition requesting that their applications for television stations be severed from consolidated proceeding in re Dockets 8260 et al.

KWTO Springfield, Mo.—Granted petition for continuance of hearing from Jan. 29 to Feb. 27.

Jorama-Fer Radio Corp., Caguas, P. R.—Granted in part petition requesting continuance of consolidated hearing from Jan. 22 to Feb. 10.

WILS Lansing, Mich.—Granted petition for leave to amend its application to include amended articles of incorporation authorizing issuance of $50,000 in preferred non-voting stock and to show subscribers of $27,700 of said stock.

WFMJ Youngstown, Ohio—Dismissed petition requesting reconsideration and grant without hearing of its application.

San Fernando Valley Bcstg. Co., San Fernando, Calif.—Granted petition for leave to amend its application for FM station to show changes in officers, directors and stockholders etc.

Walter Olin Nisbet Jr., Charlotte, N. C.—Granted petition to dismiss without prejudice his application.

Tri-State Bcstg. Co., Sioux Falls, S. D.—Granted petition to dismiss without prejudice application.

KWK St. Louis—Granted in part petition for continuance of hearing from Jan. 23 to Feb. 20.

KUOA Siloam Springs, Ark.—Granted in part petition for leave to amend its application to specify unl. time operation on 740 kc with 10 kw DA—DN in lieu D only on 740 kc 5 kw etc. Amendment was accepted and application removed from hearing docket.

Crescent Bay Bcstg. Co., Santa Monica, Calif.—Granted petition to dismiss without prejudice its application for FM station.

Corn Palace City Radio Corp., Mitchell, S.D.—Denied petition requesting change and place of hearing in re its application and application of KWAT from Washington, D. C. to Mitchell and Watertown, S. D.

KWOL Inc. (Formerly Arthur H. Crogan), Santa Monica, Calif.—Granted petition for leave to amend his application for FM station to specify Channel 265 with radiated power of 1 kw etc.

Hanover Bcstrs., Hanover, Pa.—Granted petition for leave to amend its application to specify 1280 kc 1 kw D in lieu 1450 kc 100 w unl. Amendment was accepted and application removed from hearing docket.

Capitol Bcstg. Co. and WSWZ Inc., Trenton, N. J.—Granted joint petition for continuance of consolidated hearing from Jan. 23 to Feb. 10 (Doc. 8083 and 8084).

KSTT Davenport, Iowa—Denied petition requesting deletion of Issues No. 1 and 3 in order of April 17, 1947, designating application for hearing, without prejudice to filing at subsequent time of petition for simplification of issues pursuant to Sec. 1.814.

January 16 Applications . . .

ACCEPTED FOR FILING

AM—1270 kc

WTAL Tallahassee, Fla.—CP reinstate as mod., which authorized change frequency, increase power, install new trans. and DA-N, and change trans. and studio locations.

AM—1130 kc

KWKH Shreveport, La. — CP make changes in DA and mount FM ant. on south tower of DA.

Modification of CP

WASA Havre de Grace, Md.—Mod. CP which authorized new standard station for approval of ant., trans. and studio locations.

WREX Duluth, Minn.—Mod. CP as mod. which authorized new standard station to make changes in DA.

KOPR, Butte, Mont.—Mod. CP as mod. which authorized new standard station for extension of completion date.

AM—1490 kc

Bruce Johnson Co., Anderson, S. C.—CP new standard station 1490 kc 250 w unl. Contingent upon WMRC being granted change of facilities.

Modification of CP

WJBY-FM Gadsden, Ala.—Mod. CP which authorized new FM station, for extension of completion date.

Chicago—CP new FM station (Class B) on Channel 226, 93.1 mc, and ERP 37.4 kw.

Radio Station WAIT, Chicago—CP new FM station on Channel 274, 102.7 mc. AMENDED to change name from Gene T. Dyer, Evelyn M. Dyer, Gene T. Dyer Jr. Adele Moulds, Louis E. Moulds and Grace V. McNeill d/b as Radio Station WAIT to Gene T. Dyer, Evelyn M. Dyer, Adele Moulds, Louis E. Moulds and Grace V. McNeill d/b as Radio Station WAIT.

Modification of CP

KCRK Cedar Rapids, Iowa—Mod. CP as mod. which authorized new FM station for extension of completion date.

License for CP

WPAG-FM Ann Arbor, Mich.—License to cover CP as mod. which authorized new FM station.

Modification of CP

WSNJ-FM Bridgeton, N. J.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WSTP-FM Salisbury, N. C.—Mod. CP as mod. which authorized new FM station to change ERP to 26.5 kw, ant. height above average terrain to 255 ft; make changes in ant. system and change commencement and completion dates.

WWST-FM Wooster, Ohio—Mod. CP as mod. which authorized new FM station for extension of completion date.

WRZE, York, Pa.—Mod. CP which authorized new FM station for extension of completion date.

FM—Unassigned

The Southwestern Baptist Theological Seminary, Ft. Worth, Tex.—CP new FM station (Class B) on 92.1 to 103.9 mc.

Remote Pickup

Hollywood Bcstg. Corp., Hollywood, Fla.—CP new remote pickup station on 152-170 mc, 15 w emission A4 and hours in accordance with Sec. 4.403. Also CP new remote pickup station on 152-170 mc, 50 w, emission A3 special for FM and hours in accordance with Sec. 4.403.

TV—180-186 mc

Eurith Dickinson Rivers Jr., Atlanta, Ga.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis 27.25 kw, aur. 14.35 kw and unl.

TV—54-60 mc.

Variety Bcstg. Co. Inc., Dallas, Tex.—CP new commercial television station on Channel 2, 54-60 mc, ERP vis. 16.53, kw, aur. 8.27 kw, unl.

APPLICATION RETURNED

Assignment of License

KBRO Bremerton, Wash.—Involuntary assignment of license from Bruce Bartley and F. L. Pruitt d/b as Bremerton Broadcast Co. to Bruce Bartley and Ethel L. Pruitt, executrix of estate of F. L. Pruitt, deceased, d/b as Bremerton Broadcast Co. Returned Jan. 13.

January 19 Decisions . . .

BY COMMISSION EN BANC

FM Actions

Authorized CPs for two Class A and four Class B FM stations; issued CPs in lieu of previous cond. for four Class B stations.

Hearing Designated

Beacon Bcstg. Co. Inc., Boston Radio Co. Inc and The Northern Corp., Boston—Designated for consolidated hearing applications for Class B FM stations.

Assignment Change

WISH-FM Indianapolis — Granted change of channel assignment from Channel 254 to 243 (96.3 mc).

TV—180-186 mc

The Jack Gross Bcstg. Co., San Diego, Calif.—Granted CP new commercial TV station, Channel 8, 180-186 mc, power vis. 20 kw, aur. 20.2 kw, ant. 710 ft.

TV—82-88 mc

Stephens Bcstg. Co. Inc., New Orleans—Granted CP new commercial TV station, Channel 6, 82-88 mc, power vis. 21 kw, aur. 10.5 kw, ant. 350 ft.

TV—198-204 mc

The Cincinnati Times-Star Co., Cincinnati—CP new commercial TV station. Channel 11, 198-204 mc, power vis. 23 kw, aur. 12 kw, ant. 640 ft.

Hearing Designated

Hawley Bcstg. Co. and Eastern Radio Corp., Reading, Pa.—Designated for consolidated hearing applications for new commercial TV stations.

Summit Radio Corp. and Allen T. Simmons, Akron, Ohio—Designated for consolidated hearing applications for new commercial TV stations.

WWSW Inc., Pittsburgh—Designated application for new commercial TV station for hearing with four other applications in area.

Lehigh Valley Bcstg. Co., Allentown; Easton Pub. Co., Easton, and Philco Television Bcstg. Corp., Bethlehem, Pa.—Designated for consolidated hearing applications for new commercial TV stations.

License Renewal

Granted renewal of license of following stations for period ending Feb. 1, 1951: KWAL Wallace, Idaho (Comr. Durr for hearing); WGNC Gastonia, N. C.; KSAN San Francisco; KSIG Crowley, La.; WATZ Alpena Township, Mich.; WBHF Cartersville, Ga.; WEED Rocky Mount, N. C.; WFMJ Youngstown, Ohio; WILK Wilkes Barre, Pa.; WILX North Wilkesboro, N. C.; WLAP Lexington, Ky.; WLAY Muscle Shoals, Ala.; WMAJ State College, Pa.; WRQN Vidalia, Ga.

AM—1290 kc

Texoma Bcstg. Co., Wichita Falls, Tex.—Adopted decision and order granting petition requesting grant of its application as amended to specify new engineering data, and granted said amended application for new station 1290 kc 1 kw unl. DA-N.

Modification of CP

WKJG Ft. Wayne, Ind.—Granted mod-CP to make changes in DA.

AM—980 kc

Southland Bcstg. Co., Shreveport, La.—Granted CP new station 980 kc 5 kw D; engineering cond.

AM—1230 kc

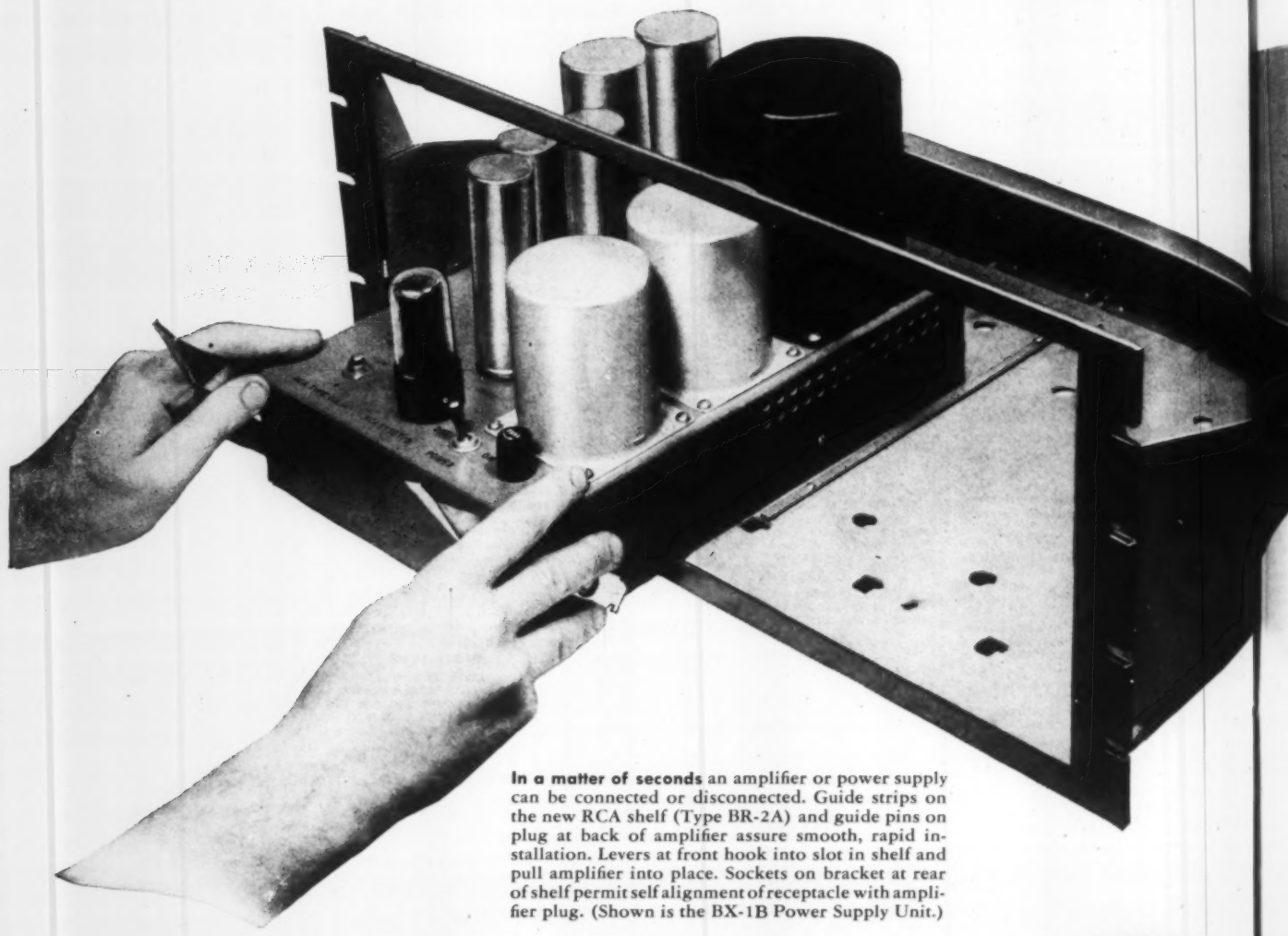
Ilimo Bcstg. Corp., Quincy, Ill.—Adopted order granting CP for new station 1230 kc 250 w unl., subject to cond. that applicant does not commence operation on 1230 kc at Quincy until such time as WIL commences operation on 1430 kc at St. Louis, and subject to further cond. that applicant, within 60 days from date of this action, files application for mod. CP with Commission specifying trans. site and ant. system meeting requirements of Commission's standards.

AM—1430 kc

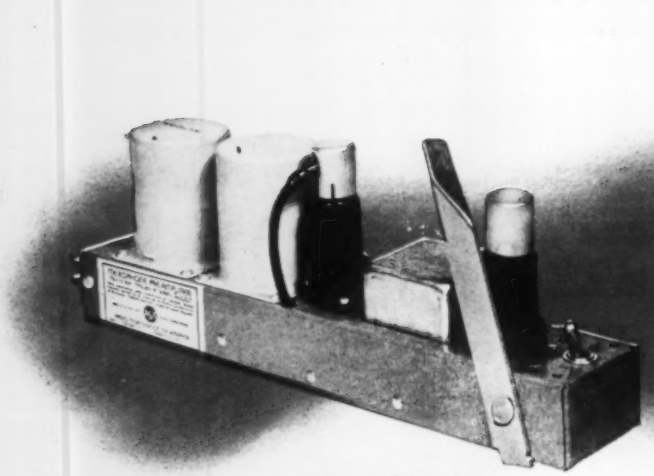
WIL, St. Louis and Metropolitan Bcstg. Corp., Belleville, Ill.—Adopted order making final proposed decision granting application of WIL to change

(*Continued on page 64*)

"PLUG-IN" amplifiers fone

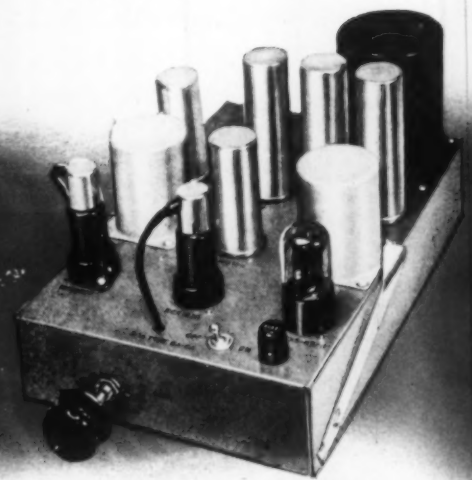


In a matter of seconds an amplifier or power supply can be connected or disconnected. Guide strips on the new RCA shelf (Type BR-2A) and guide pins on plug at back of amplifier assure smooth, rapid installation. Levers at front hook into slot in shelf and pull amplifier into place. Sockets on bracket at rear of shelf permit self alignment of receptacle with amplifier plug. (Shown is the BX-1B Power Supply Unit.)



Price $65.00

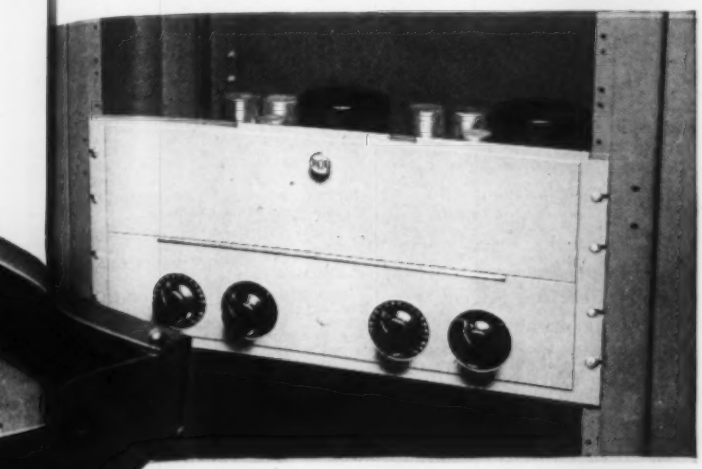
Two-stage Preamplifier (Type BA-1A)—ideal for use as a microphone preamplifier, turntable preamplifier, booster amplifier, or low-level isolation amplifier. *High gain:* 40 db. *High output:* +10 db. *Low noise level:* −80 db. *Low distortion:* 0.5% rms, 50 to 7500 cycles. *Isolation factor:* approx. 90 db; over 100 db with special Volume Control Kit. *Frequency response:* ±1 db, 30 to 15,000 cycles. *Small size:* six units will fit on a 36-B or new BR-2A shelf!



Price $105.00

Booster Amplifier (Type BA-2C)—A two-stage unit having applications similar to those for the BA-1A; also valuable where a high-gain amplifier between announce microphone and limiting amplifier is required. *High gain:* 50 db. *Low noise level:* −68 db. *Low distortion:* 0.75% rms, 40 to 15,000 cycles. *Frequency response:* ±1.5 db, 30 to 15,000 cycles. *Compact:* two units can be mounted on one 36-B or BR-2A shelf. Features plug-in capacitors and built-in power supply.

...new convenience and speed



The RCA Type BR-2A Shelf fits any standard rack; takes 8¾ inches of panel space. If desired, however, RCA Type 36-B panels and shelves now in use can be easily adapted for plug-in amplifier service.

All units available for immediate delivery

As easy to install or remove as an electronic tube! Pull a lever near the front of the amplifier and the plug on the rear of the unit is smoothly withdrawn from its socket—automatically disconnected from the supply voltage. No longer is it necessary to crawl around to the back of hard-to-get-at racks and unsolder or unscrew countless connections. System changes can be made quickly; minutes can be slashed from inspection, servicing, and testing time.

This new RCA line now includes the four amplifiers and one power-supply unit shown. Others will be added in the near future. New, carefully selected characteristics make these units ideal for a large number of studio jobs.

All units use the same standard plug. To assure maximum convenience, a new shelf (Type BR-2A) has been designed. With a few easy changes, however, the conventional RCA Type 36-B panel and shelf can be used, if desired. The necessary accessories are available for this purpose.

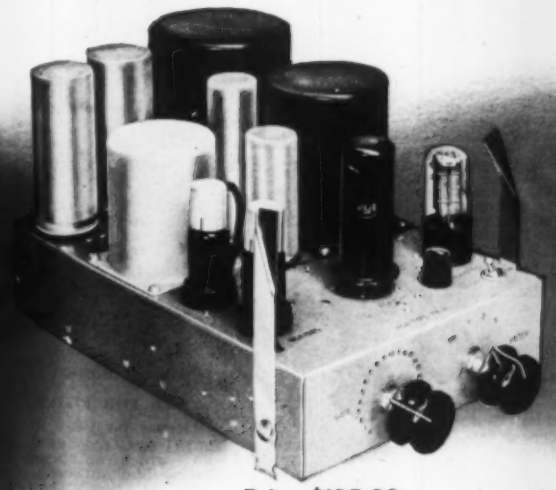
Here, we believe, is a real opportunity to modernize your amplifier system—a quick, convenient way to get better performance at low cost. New descriptive leaflets are yours for the asking. Amplifier prices (less tubes) to broadcast stations are shown below. Write: Dept. 19-AB, Audio Equipment Section, Radio Corporation of America, Camden, N. J.

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

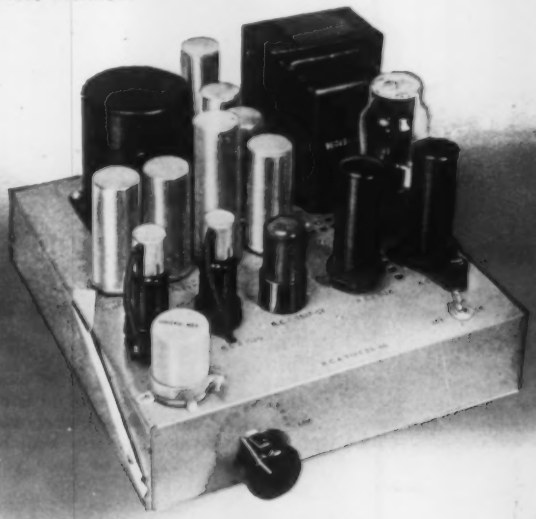
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal



Price $125.00

Program Amplifier (Type BA-3C)—one of the most versatile on the market. Ideal as a program, line, or booster amplifier; a high-level isolation amplifier; a cueing or monitoring amplifier, or a driver amplifier (for high-power recording amplifiers, etc.). *High gain:* 65 db for matching input, 27 db for bridging input. *Low noise level* (with maximum gain): −52 db. *Low distortion:* less than 0.5 to 1% rms, depending on output level. *Frequency response:* ±1 db, 30 to 15,000 cycles.



Price $120.00

Monitoring Amplifier (Type BA-4B)—Designed for operation at microphone levels. High output of 12 watts is sufficient to drive several speakers or, in some applications, a recording head. Other uses include application as line amplifier for portable and mobile transmitters. *High gain:* 105 db. *Low noise level:* −20 db (with maximum gain); −40 db (with minimum gain). *Low distortion:* less than 3% at 12 watts. *Frequency response:* ±2 db, 30 to 15,000 cycles.

FCC Actions

(*Continued from page 61*)

operating assignment from 1230 kc 250 w. unl. to 1430 kc 5 kw unl., to change trans. site, install new trans. and DA; and denied application of Metropolitan Bcstg. Corp. for new station 1430 kc. 1 kw unl. DA.

January 19 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WAVU Albertville, Ala.—Mod. CP which authorized new standard station, for approval of ant. and trans. location. AMENDED to change type trans.

WCNU Crestview, Fla.—Mod. CP which authorized new standard station for approval of ant. and trans. location. AMENDED to make changes in trans. and to specify studio location.

AM—1580 kc

University City Bcstg. Corp., Urbana, Ill.—CP new standard station 1600 kc 250 w D. AMENDED to change frequency from 1600 kc to 1580 kc and change type trans.

AM—900 kc

Greer Bcstg. Co., Greer, S. C.—CP new standard station 1020 kc 250 w D. AMENDED to change frequency from 1020 to 900 kc.

Modification of CP

WTHI-FM Terre Haute, Ind.—Mod. CP as mod. which authorized new FM station for extension of completion date.

KGLO-FM Mason City, Iowa—Mod. CP which authorized new FM station for extension of completion date.

KFVS-FM Cape Girardeau, Mo.—Mod. CP which authorized new FM station, to change type trans., change trans. site, frequency to Channel 239, 95.7 mc, ERP to 18.4 kw, ant. height above average terrain to 322.37 ft., make changes in ant. system and change commencement and completion dates.

License for CP

WTFM Tiffin, Ohio—License to cover CP as mod. which authorized new FM station.

Modification of CP

WKPT-FM Kingsport, Tenn.—Mod. CP as mod. which authorized new FM station for extension of completion date.

FM—Unassigned

Howard Payne College, Brownwood, Tex.—CP new FM station (Class B) on 92.1 to 103.9 mc, ERP 2890 w.

Modification of CP

KGKL-FM San Angelo, Tex.—Mod. CP which authorized new FM station for extension of completion date.

WTAR-FM Norfolk, Va.—Mod. CP as mod. which authorized new FM station for extension of completion date.

TV—76-82 mc

New England Television Co. Inc., Kansas City.—CP new commercial television station on Channel 5, 76-82 mc. ERP vis. 20 kw, aur. 10 kw unl.

TV—76-82 mc.

Eastern Radio Corp., Reading, Pa.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 0.63 kw, aur. 0.33 kw and unl.

Petition to Reinstate

Television Productions Inc., San Francisco—Petition filed for reinstatement of commercial television application as amended: CP new commercial television station on Channel 4, 66-72 mc, power of vis. 25 kw (peak) aur. 12.5 kw and unl. AMENDED to reinstate and amend to request Channel 9, 186-192 mc in lieu Channel 4, 66-72 mc.

Modification of CP

KOKU Norman, Okla.—Mod. CP as mod. which authorized new noncommercial educational station for extension of completion date.

License Renewal

WKBW Buffalo, N. Y.—Renewal of aux. trans. license.

TENDERED FOR FILING

AM—1220 kc

Red Oak Radio Corp., Red Oak, Ia.—CP new standard station 1220 kc 250 w D.

AM—1350 kc

Manhattan Bcstg. Co. Inc., Manhattan, Kan.—CP new standard station 1350 kc 500 w D.

the standard of comparison in FM

RCA-7C24

• The RCA 7C24 and 5592 "metal header" tubes . . . used in the latest RCA FM transmitters . . . are striking examples of RCA's leadership in modern tube development. In addition to increased ruggedness and operating economy, these tubes require no neutralization, give stable wide-band operation, and provide superior shielding of elements when used in grounded-grid circuits.

RCA has a complete line of modern, more efficient power tubes for FM transmitters. For your convenience, these tubes are now available directly from RCA or from your local RCA Tube Distributor.

For information on any RCA tube, write RCA, Commercial Engineering, Section AP36-2, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

Adams Rates High

WCCO MINNEAPOLIS reports it is considering a promotion campaign directed to just 4% of Minnesota's residents—the 4% who could not identify Cedric Adams, WCCO newscaster, in a statewide survey taken by Minnesota Poll and published Jan. 18. Only man to tie the record of Mr. Adams, who is also a columnist for the *Minneapolis Star*, was Minnesota's favorite son Presidential candidate, Harold E. Stassen.

January 20 Decisions . . .

BY THE SECRETARY

KELD El Dorado, Ark.—Granted mod. license to change studio location.

KIEM Eureka, Calif.—Granted CP to reinstate CP which authorized install new trans. and new vertical ant. with FM ant. mounted on top.

WKPT-FM Kingsport, Tenn.—Granted mod. CP for extension of completion date to 4-17-48.

WBBM-FM Chicago — Granted license to cover CP which authorized changes in FM station.

WAUX Waukesha, Wis.—Granted CP to make changes in vertical ant. and mount FM ant. on AM tower.

WBTA Batavia, N. Y.—Granted CP install new ant. and make changes in ground system.

WNLK Norwalk, Conn.—Granted mod. CP to change type trans., for approval of ant. and trans. location, and to specify studio location.

KQV Pittsburgh—Granted CP install old main trans. at present location of main trans., to be used for aux. purposes with 1 kw.

WHKK Akron, Ohio—Granted CP install old main trans. at present location of main trans. to be used for aux. purposes with 10 kw, using DA. Also granted CP install new trans.

WEAT Lake Worth, Fla.—Granted mod. CP to change type trans. and to specify studio location.

WBEZ Chicago—Granted mod. CP to change trans. site; ERP to 14 kw; ant. height to 320 ft., make changes in ant. system and extend completion date for noncommercial educational station.

Following were authorized mod. CPs for extension of completion dates as indicated: WESX-FM Salem, Mass., to 2-18-48; WRBL-FM Columbus, Ga., to 6-1-48; KRIC-FM Beaumont, Tex., to 3-6-48; KFOR-FM Lincoln, Neb., to 3-1-48; KDNT-FM Denton, Tex., to 3-16-48; WGTR Worcester, Mass., to 3-17-48; WFMI Portsmouth, N. H., to 1-15-48; KGDM-FM Stockton, Calif., to 7-21-48; WABB-FM Mobile, to 4-18-48; WGH-FM Newport News, to 5-6-48; WJHL-FM Johnson City, Tenn., to 4-5-48; KQW-FM San Francisco, to 5-5-48; WFBG-FM Altoona, Pa., to 3-1-48; WKMO-FM Kokomo, Ind., to 4-3-48; KMYC-FM Marysville, Calif., to 2-10-48; KVEC-FM San Luis Obispo, Calif., to 1-30-48; WTTH-FM Port Huron, Mich., to 4-18-48; KWGS Tulsa, to 4-8-48; KCLI Los Angeles, to 3-15-48; WTIC-FM Hartford, Conn., to 5-1-48; KTRN Wichita Falls, Tex., to 4-10-48; WFNS-FM Burlington, N. C., to 8-10-48; WACE-FM Chicopee, Mass., to 5-15-48; WGST-FM Atlanta, to 8-12-48; WHBC-FM Canton, Ohio, to 5-7-48; WHKY-FM Hickory, N. C., to 4-4-48; WIST Charlotte, N. C., to 1-5-48; WDNC-FM Durham, N. C., to 4-25-48; KFH-FM Wichita, Kan., to 5-4-48.

WMMJ-FM Peoria, Ill.—Granted mod. CP to change type trans.

WATR Waterbury, Conn. — Granted vol. assign. of license from Harold Thomas to WATR Inc.

KSGN Centerville, Calif. — Granted vol. assign. of license to E. L. Barr, Elmer Rheingans, Jake Rheingans, Estey H. Walton and Stother P. Walton, partnership d/b as Radio Sanger Co.

KRDU Dinuba, Calif.—Granted vol. assign. of license to Radio Dinuba Co., newly formed corporation composed of same partners.

WSOU So. Orange, N. J.—Granted mod. CP for extension of completion date to 4-15-48.

KGO San Francisco—Granted license to use old main trans. for aux. purposes with 7½ kw.

WGAA Cedartown, Ga.—Granted CP install new vertical ant. and mount FM ant. on AM tower, and to change trans. location.

WNAX Yankton, S. D.—Granted mod. CP for extension of completion date to 5-9-48.

WIKK Erie, Pa.—Same to 7-1-48.

WATL Atlanta, Ga.—Same to 8-5-48.

KGHI Little Rock, Ark.—Granted license for change in freq. to 1250 kc, increase power to 500 w-DA 1 kw-LS, and install new trans. and DA-N.

American Bcstg. Co., area San Francisco—Granted mod. licenses of remote pickup stations KFFH KFGK KFFB KFGL KFGM KFGU KFGY to substitute under item 7 (b) Standard Station KECA Los Angeles, for KGO San Francisco.

KVEC San Luis Obispo, Calif.—Granted CP install new trans.

WORD Spartanburg, S. C.—Granted mod. CP to make changes in vertical ant., change trans. location and extend completion date.

Following were authorized mod. CPs for extension of completion dates as shown: WOLF Syracuse, to 4-30-48; WSAP Portsmouth, Va., to 3-15-48; WIRK West Palm Beach, to 4-1-48; KNUZ Houston, to 3-1-48; WFOR Hattiesburg, Miss., to 3-2-48; KMYC Marysville, Calif., to 2-10-48; KELO Sioux Falls, S. D., to 3-1-48; KLX-FM Oakland, Calif., to 4-1-48; WSOC-FM Charlotte, N. C., to 3-30-48; KUBR St. Louis, to 3-2-48; WDOD-FM Chattanooga, to 4-18-48; WHCU-FM Ithaca, N. Y., to 2-15-48.

Bremer Bcstg. Corp., area Newark, N. J.—Granted CP for two exp. television stations.

Following were granted mod. CPs for extension of completion dates as shown: Developmental, Purdue U., W. Lafayette, Ind., to 6-24-48; WEWS Cleveland, to 8-20-48; WTTV Bloomington, Ind., to 7-1-48; WMAR-TV Baltimore, to 7-16-48; KOB-TV Albuquerque, to 4-1-48; WATV Newark, N. J., to 7-9-48.

ACTIONS ON MOTIONS

(By Commissioner Durr)

N-K Bcstg. Co., Muskegon, Mich.—Granted petition for leave to amend its application to specify 1600 kc 1 kw D in lieu of 1490 kc 250 w unl. Amendment was accepted and application removed from hearing docket.

Niagara Bcstg. System, Niagara Falls, N. Y.—Granted petition for continuance of consolidated hearing from Jan. 28 to Feb. 11 at Niagara Falls, Feb. 12 at Lockport and Feb. 13 at Buffalo.

Utah Valley Radio Bcstg. Co., American Fork, Utah—Granted petition to dismiss without prejudice application and further ordered that application of Springville Radio Co. be removed from hearing docket.

Hocking Valley Bcstg. Corp., Lancaster, Ohio—Commission on its own motion removed from hearing docket application.

Seminole Bcstg. Co., Wewoka, Okla.—Granted request for continuance of hearing from Jan. 26 to March 22 in re Docket 8025.

Continued hearing in consolidated proceeding re applications of Charlotte News Pub. Co. (Docket 7607 et al) from Jan. 19 to Jan. 26.

Granted petition of Hanna Bcstg. Co., Utica, N. Y., for continuance of consolidated hearing in re Dockets 8445 et al, from Feb. 2 to March 8 at Utica.

KMPC Bakersfield, Calif., and WQXR New York—Granted petition for extension of time in which to file proposed findings of fact and conclusions in re applications and time was extended to Jan. 30.

January 20 Applications . . .

ACCEPTED FOR FILING

License for CP

WAUD Auburn, Ala.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WMOB Mobile, Ala.—License to cover CP, as mod., which authorized make changes in ant. and mount FM ant. on top of AM tower and change trans. location and authority to determine operating power by direct measurement of ant. power.

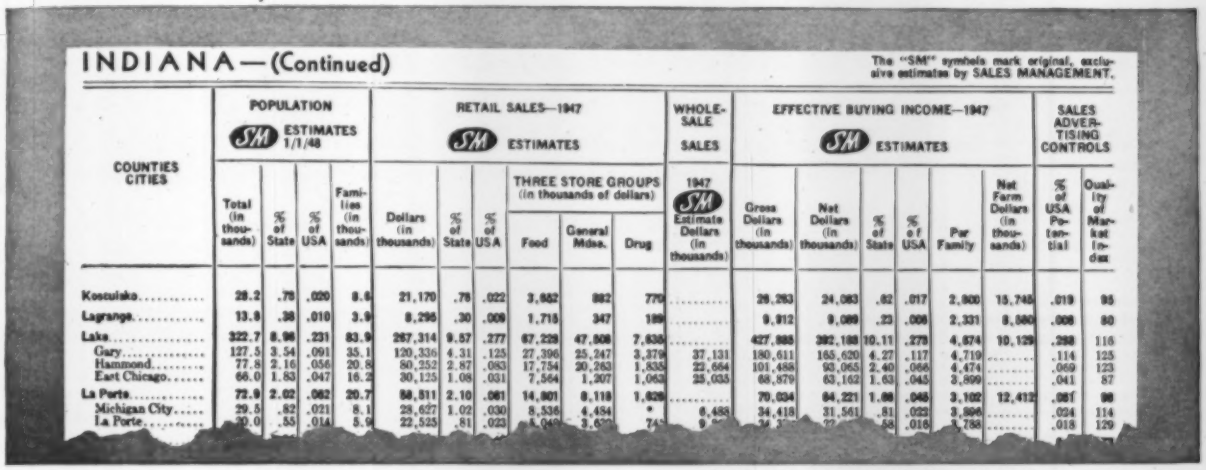
WHTB Talladega, Ala.—License to cover CP which authorized install new trans.

(*Continued on page 68*)

YOUR MARKET

More thoroughly analyzed than ever before—

in SALES MANAGEMENT'S 1948 Survey of Buying Power



INDIANA—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/48				RETAIL SALES—1947 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1947 SM ESTIMATES						SALES ADVERTISING CONTROLS	
	Total (in thousands)	% of State	% of USA	Families (in thousands)	Dollars (in thousands)	% of State	% of USA	THREE STORE GROUPS (in thousands of dollars) Food	General Mdse.	Drug	1947 SM Estimate Dollars (in thousands)	Gross Dollars (in thousands)	Net Dollars (in thousands)	% of State	% of USA	Per Family	Net Farm Dollars (in thousands)	% of USA Potential	Quality of Market Index
Kosciusko	28.2	.75	.020	8.6	21,170	.75	.022	3,852	882	770		29,263	24,083	.82	.017	2,800	15,748	.019	95
Lagrange	13.8	.38	.010	3.9	8,295	.30	.009	1,715	347	189		9,912	9,089	.23	.009	2,331	8,560	.008	80
Lake	322.7	8.96	.231	83.9	267,314	9.57	.277	67,229	47,808	7,636		427,885	392,188	10.11	.279	4,674	10,129	.298	116
Gary	127.5	3.54	.091	35.1	120,336	4.31	.125	27,396	25,247	3,379	37,131	180,611	165,620	4.27	.117	4,719		.114	125
Hammond	77.8	2.16	.056	20.8	80,252	2.87	.083	17,754	20,263	1,835	22,664	101,488	93,065	2.40	.066	4,474		.069	123
East Chicago	66.0	1.83	.047	16.2	30,125	1.08	.031	7,564	1,307	1,063	25,035	68,879	63,162	1.63	.045	3,899		.041	87
La Porte	72.9	2.02	.052	20.7	58,511	2.10	.061	14,901	9,118	1,826		70,034	64,221	1.66	.045	3,102	12,412	.051	98
Michigan City	29.5	.82	.021	8.1	28,627	1.02	.030	8,536	4,484	*	6,485	34,418	31,561	.81	.022	3,896		.024	114
La Porte	30.0	.55	.014	8.9	22,525	.81	.023	5,045	3,637	743	9	34	27	.58	.016	3,788		.018	129

(Tables reduced from 7 inch width and give dummy figures only.)

YOUR MARKET and all the local markets of the nation will be analyzed in detail by SALES MANAGEMENT'S 1948 *Survey of Buying Power* . . . which for the 19th consecutive year will provide national advertisers and their agencies with new and exclusive data for selecting markets and media.

A greatly amplified staff of economists, statisticians and researchers has developed the new 1947 totals on cities and counties which will appear in the 1948 *Survey of Buying Power*. In addition, an Editorial Advisory Board has been formed to recommend new features, check on techniques and pass on the final product. This new board includes experts in the fields of sales management, market research, economic and consulting organizations, advertising agencies and government.

The 1948 Survey will include the following material:

COUNTY-CITY TABLES *as above* with 1947 figures on all counties and on all cities that had 1939 retail sales of over $4,000,000.

SUMMARY TABLES giving rankings of the 200 leading counties and cities in population, income and retail sales (total & types), plus assembled data for *all* Metropolitan County areas.

RETAIL OUTLETS in Local Markets—a *new feature* giving Dun & Bradstreet counts on number of retail establishments, by type, for all states and for leading counties and cities.

OTHER MATERIAL including Pictographs, Editorial Foreword, Significant Trends, Canadian & Hawaiian data and new, enlarged maps of individual states.

For all details on the 1948 *Survey* and how it can help you, write and request our "Brief on the 1948 *Survey of Buying Power*." Closing date for advertising reservations in the county-city section of the *Survey* is February 20th, and all copy and plates must be in by March 24th.

DIRECTOR OF SALES

Sales MANAGEMENT FIRST WORD ON MARKETS FINAL WORD ON MEDIA

386 Fourth Ave., New York 16, N. Y.

333 N. Mich. Ave., Chicago 1, Ill. 15 E. de la Guerra, Santa Barbara, Cal.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

KSD Reprints Copies Of TV Editorial

EDITOR, BROADCASTING:

Enclosed are two copies right off the press of our reprint of the lead editorial (titled "TV-It's Infectious") in BROADCASTING's Jan. 5 issue.

We will send out 12,000 of these reprints, thanks to your continued cooperation.

David Pasternak
KSD St. Louis, Mo.

* * *

TV Enthusiasm Recalls Early-Day Radio Craze

EDITOR, BROADCASTING:

In re your current editorial "TV-IT'S INFECTIOUS"! Right! And it's INFECTED, too—with an allocation situation (inescapable, perhaps, all things considered) which will, inevitably, develop pressures, the likes of which we have never yet seen in radio.

For, as I have long since publicly stated, TV is THE desirable, ultimate medium; and the almost riotous public enthusiasm for it at this time in such quarters as are now being served closely resembles the "passing craze" (as then current newspaper opinion had it) which ushered in broadcasting during 1921 and 1922.

As with old standard band allocation, the imagination and ingenuity of the engineer will be—is being—brought to bear; but this time it will not be enough!

As for BROADCASTING: The editorial is on the beam. Its coverage of this industry problem is most timely. Congratulations!

Paul F. Godley
Paul Godley Co.
Upper Montclair, N. J.

* * *

March of Dimes Ad Draws Big Response

EDITOR, BROADCASTING:

Many thanks for your kindness in inserting the full page ad in the current issue of BROADCASTING for the 1948 March of Dimes Campaign.

If sometimes you think that people don't read BROADCASTING thoroughly, you are off base. I had wires and letters asking for the material mentioned in the ad days before I had the magazine here. For some reason or other the current issue didn't show up until yesterday.

Howard J. London
Radio Director
Nat'l Foundation for Infantile Paralysis
New York 5, N. Y.

* * *

Air Editorializing As Defined at WKBS

EDITOR, BROADCASTING:

It appears that some station owners are getting themselves somewhat confused as to just what editorializing is. Editorializing is simply expressing a profound opinion, which may or may not be in the public interest. It carries with it neither the necessity nor the obligation to present both sides of an issue impartially without bias.

Many people do not seem to realize that the printed word is not the spoken word. The printed word is plain un-adulterated "black and white," make no mistake. The same spoken word with all of its possible inflections can mean something entirely different.

We now have the right (and are encouraged by FCC) to openly discuss public issues pro and con . . . Why are they not used? And in this manner bring radio to its fullest use, rather than to allow

(Continued on page 80)

HIGH EFFICIENCY
at HIGH POINT, N. CAROLINA

WHPE-FM USES A TRUSCON Self-supporting RADIO TOWER 310 FT. HIGH

As FM increases in popularity, so does the demand for the efficiencies of Truscon radio tower construction. This new 310 feet Truscon structure at High Point, N. C., has a GE 6-bay circular FM antenna.

More and more the landscape is becoming dotted with Truscon Radio Towers serving both the AM and FM needs of the broadcasting industry.

Truscon can engineer any type of tower you desire . . . guyed or self-supporting, either tapered or uniform cross-section . . . tall or small . . . AM or FM. Truscon engineering consultation is yours without obligation. Write or phone our home office at Youngstown, Ohio or any of our numerous and conveniently located district sales offices.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Self-Supporting Radio Towers . . . Uniform Cross-Section Guyed Radio Towers . . . Copper Mesh Ground Screen . . . Steel Building Products.

TURNTABLE

TRANSCRIPTIONS • RECORDINGS • LIBRARIES

MAYFAIR TRANSCRIPTION Co., Hollywood, has announced addition of ten more stations to those already subscribing to its Alan Ladd "Box 13 series." Stations are: KOY Phoenix, WRNL Richmond, Va., WOR New York, KOPO Tucson, KATL Houston, WCOP Boston, KGMB Honolulu, KGO San Francisco, KSL Salt Lake City, and WMAP Monroe, N. C.

COLIN M. SELPH, former sales manager of Cresta Blanca Wine, has become associated with **WESLEY I. DUMM** in ownership of Muzart Co., San Francisco, Northern California franchise holder for Muzak, transcribed radio library. Mr. Selph also has been named operating head of Muzart. **CRAIG MAUDSLEY** has been appointed East Bay district area sales manager with offices in Oakland, and **EWING DAY** has joined San Francisco sales force as district sales manager. **M. J. DEMING** has been named studio-office manager and administrative assistant to Mr. Selph.

WEBSTER-CHICAGO Corp., Chicago (portable wire recorder), has appointed Fuller & Smith & Ross, Chicago, as advertising counsel.

GEORGE PALE was elected president of Hollywood Star Records, Hollywood. Other officers elected were **HOWARD HELMICK**, vice president, **ROBERT D. KIRSTEIN**, treasurer, **B. C. PRIGGE**, secretary, and **EUGENE O'BRIEN**, director of artists' activities.

ROGER WEBSTER, chief engineer of Stancil Wide Range Recorders, North Hollywood, Calif., and Louise Le Prade have announced their marriage.

RAY SWIGERT has been added to technical staff of Stancil Wide-Range Recorders, North Hollywood.

GUILD RADIO FEATURES Ltd. is new name of Imperial Radio Productions, Toronto, transcription distributor. No changes have been made in management. **JACK COOKE**, CKEY president, remaining president, with **DAN CARR** as general manager.

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
964 NATIONAL PRESS BLDG. DI. 1205
WASHINGTON, D. C.

PAUL GODLEY CO.
LABS: GREAT NOTCH, N. J.
LITTLE FALLS 4-1000

GEORGE C. DAVIS
501-514 Munsey Bldg. — District 8456
Washington 4, D. C.

Commercial Radio Equip. Co.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

RING & CLARK
25 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATIONAL PRESS BLDG. NA. 3373
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Warner Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
A Complete Consulting Service
WARNER BLDG. WASHINGTON, D. C.
13TH & E STS., N. W.
NATIONAL 6513-6515

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.

RUSSELL P. MAY
1422 F St., N.W. Kellogg Bldg.
Washington, D. C. REpublic 3984

HAROLD B. ROTHROCK
GEORGE B. BAIREY
ASSOCIATE
1909 EYE ST., N. W. NATIONAL 0198
WASHINGTON, D. C.

GARO W. RAY
991 BROAD STREET PHONE 5-2055
BRIDGEPORT, CONNECTICUT

WORTHINGTON C. LENT
CONSULTING ENGINEERS
WASHINGTON, D. C.
1200 18th St. N. W. Room 1210
DISTRICT 4127

HERBERT L. WILSON
1025 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C. NA. 7161

HOLEY & HILLEGAS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75TH ST. TRIANGLE 4400
CHICAGO 19, ILLINOIS

DIXIE B. McKEY & ASSOC.
1730 Connecticut Ave., N.W.
Washington, D. C. ADams 3711

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave. Mi. 4151
Dallas, Texas
1728 Wood St. Riverside 3611

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 3670
WASHINGTON 5, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Michigan 2261

KEAR & KENNEDY
1703 K ST., N.W. REPUBLIC 1951
WASHINGTON, D. C.

A. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, INC.
Formerly Colton & Foss, Inc.
927 15TH ST., N.W. REPUBLIC 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.

GILLE BROS.
1108 LILLIAN WAY GLADSTONE 9179
HOLLYWOOD, CALIFORNIA

WILLIAM E. BENNS, JR.
Consulting
Radio Engineer
P. O. Box 2407
Birmingham, Alabama
Bessemer 3690

ANDERSON & MERRYMAN
New York City New Orleans
33 W. 42nd St. American Bk. Bldg.
Longacre 3-6029 Lake Charles, La.
6-1480

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

PREISMAN & BISER
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3308 14th St., N. W.
Washington 10, D. C. ADams 7299

A. R. Bitter
CONSULTING RADIO ENGINEERS
622 Madison Avenue
TOLEDO 4, OHIO

Merl Saxon
3524 South Henderson
Telephone 4-5440
Fort Worth, Texas

ROBERT M. SILLIMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. RE 6646
Washington, D. C.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA COMMUNICATIONS, INC.
64 Broad Street, New York 4, N. Y.

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

REPRODUCER REPAIRING SERVICE
ALL MAKES--SPECIALISTS 9A & 9B
NOW--48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG., ST. LOUIS 1, MO.

WINFIELD SCOTT McCACHREN
AND ASSOCIATES
Consulting Radio Engineers
TELEVISION SPECIALISTS
410 Bond Bldg. Washington 5, D. C. District 6923
8098 Windemere Ave. Drexel Hill, Pa. Sunset 2537W

TOM G. BANKS, JR.
CONSULTING RADIO ENGINEER
303 WEST ORMAN AVE.
PUEBLO, COLORADO
Pueblo 620

WILLIAM E. RICHARDSON
Consulting Radio Engineer
1935 S. W. Moss St. Cherry 4070
Portland 1, Oregon

LYNNE C. SMEBY
Consulting Radio Engineers
820 13th St. N. W., EX. 8073
Washington 5, D. C.

Preliminary surveys, management and operational consulting service based on practical experience with AM, FM and Facsimile.
Phone EXecutive 3939
RADIO CONSULTANTS, INC.
Leonard L. Asch, Director
1010 Vermont Ave., Washington 5, D. C.

LLOYD R. AMOO
CONSULTING RADIO ENGINEER
121 EIGHTH ST., S.E. PHONE 845-W
JAMESTOWN, NORTH DAKOTA

GEORGE P. ADAIR
Radio Engineering Consultant
EXECUTIVE 1230 1833 M STREET, N. W. WASHINGTON 6, D. C.

Radio Towers Erected
Painted and Serviced
Ground Systems and Transmission Lines Installed
CLAY PLYMATE COMPANY, INC.
1814 Apco Tower Phone 7-7822
Oklahoma City, Oklahoma

LEE E. BAKER
CONSULTING RADIO ENGINEER
FRITZ BAUER, Associate
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

RADIO TOWERS
Ground Systems & FM Antennas
Erected, Painted & Serviced
ADVANCE RADIO TOWER CONSTRUCTION CO.
4614 S. Compton Ave. Adams 3-4197
Los Angeles 11, Calif.

ARCHER S. TAYLOR
Consulting Radio Engineer
BOX 1479
MISSOULA, MONTANA
PHONE 8562

Radio towers, AM and FM, erected, painted and serviced coast to coast
Write, wire or phone 8503
John Greene
MID-SOUTH TOWER CO.
Southern Pines, N. C.

When you change your address please be sure to send us your NEW and OLD addresses at least two weeks in advance. It will assure you continuous, uninterrupted delivery of BROADCASTING Magazine.

FCC Actions

(*Continued from page 64*)

Applications Cont.:

Modification of CP

KFI Los Angeles—Mod. CP, as mod., which authorized install new vertical ant., for extension of completion date.

AM—1490 kc

Pacific Ocean Radio and Television Corp., Monterey, Calif.—CP new standard station 1490 kc 250 w unl.

License for CP

KFXM San Bernardino, Calif.—License to cover CP, as mod., which authorized change frequency, increase power, install new trans. and DA-DN and change trans. location and authority to determine operating power by direct measurement of ant. power.

KRNO San Bernardino, Calif.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

License for Aux.

KVEC San Luis Obispo, Calif.—License to use old main trans. for aux. with power of 500 w-N 1 kw-D.

AM—1410 kc

John H. Poole, Santa Ana, Calif.—CP new standard station 1410 kc 1 kw D.

License for CP

KDZA Pueblo, Colo.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

CP—1250 kc

WALT Tampa, Fla.—CP change frequency from 1110 kc to 1250 kc, change 1 kw to 5 kw, change hours from D to unl., install new trans. and DA-DN and change trans. location. Contingent on grant to WDAE to change facilities.

License for CP

WCOH Newnan, Ga.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WJOB Hammond, Ind.—License to cover CP which authorized install new trans.

WJOB Hammond, Ind.—License to cover CP which authorized install old main trans. for aux. with power of 250 w.

KSO Des Moines—License to cover CP, as mod., which authorized changes in DA-N, install new trans. and FM ant. on top of AM tower and changes in trans. location and change studio location and authority to determine operating power by direct measurement of ant. power.

Assignment of License

KSOK Arkansas City, Kan.—Voluntary assignment of license from The Traveler Pub. Co. to The KSOK Bcstg. Co. Inc.

AM—1540 kc

The Community Bcstg. Co. Inc., Parsons, Kan.—CP new standard station 1540 kc 250 w D.

AM—1490 kc

Tri-State Bcstg. Co., Middlesborough, Ky.—CP new standard station 1490 kc 250 w unl.

AM—1300 kc

Snowden Radio Enterprises, Jennings, La.—CP new standard station 1300 kc 1 kw D.

License for CP

KVOL Lafayette, La.—License to cover CP which authorized install new trans.

AM—610 kc

WBRK Pittsfield, Mass.—CP change frequency from 1340 kc to 610 kc, change 250 w to 1 kw, install new trans. and DA-DN and change trans. location.

License for CP

WJMS Ironwood, Mich.—License to cover CP, as mod., which authorized change frequency, increase power, install new trans. and DA-DN, change trans. location and make changes in ground system and authority to determine operating power by direct measurement of ant. power.

WINR Binghamton, N. Y.—License to cover CP which authorized changes in trans.

AM—1410 kc

Dunkirk Bcstg. Corp., Dunkirk, N. Y.—CP new standard station 1410 kc 500 w DA-N unl. AMENDED to change DA-N and change trans. location.

License for CP

WJAG Norfolk, Neb.—License to cover CP, as mod., which authorized install new trans., vertical ant. and ground system and change trans. location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WCOL Columbus, Ohio—Mod. CP, as mod., which authorized install FM ant. on AM tower, for extension of completion date.

License for CP

WMOH Hamilton, Ohio—License to cover CP which authorized install new vertical ant. and authority to determine operating power by direct measurement of ant. power.

AM—1470 kc

The Toledo Blade Co., Toledo, Ohio—CP new standard station 1470 kc 1 kw DA unl.

Modification of CP

KVOO Tulsa, Okla.—Mod. CP, as mod., which authorized reinstatement of CP, for install. new DA-N, for extension of completion date.

License for CP

WCPA Clearfield, Pa.—License to cover CP which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

WRHI Rock Hill, S. C.—License to cover CP which authorized install new trans.

AM—710 kc

KURV Edinburg, Tex.—Authority to determine operating power by direct measurement of ant. power.

License for CP

KEPO El Paso, Tex.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1420 kc

Snowden Radio Enterprises, New Braunfels, Tex.—CP new standard station 1420 kc 1 kw D.

License for CP

WVVW Fairmont, W. Va.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—860 kc

WOAY Oak Hill, W. Va.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

WMAW Milwaukee—Mod. CP, as mod., which authorized new standard station for extension of completion date.

AM—920 kc

Rock River Valley Bcstg. Co., Watertown, Wis.—CP new standard station 920 kc 250 w D.

Modification of CP

WAFM Birmingham, Ala.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KDON-FM Monterey, Calif.—Same.

KSON-FM San Diego, Calif.—Mod. CP which authorized new FM station for extension of completion date.

WRC-FM Washington, D. C.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WJPF-FM Herrin, Ill.—Same.

Represented Nationally by Adam J. Young, Inc
In New York by Joseph Lang, 31 W. 47th Stree

KCFM Kansas City, Mo.—Same.

KCOH-FM Houston, Tex.—Mod. CP which authorized new FM station, for extension of completion date.

WSLS-FM Roanoke, Va.—Same.

KOAG-FM Stillwater, Okla.—Mod. CP, as mod., which authorized new noncommercial educational station for extension of completion date.

License for CP

Scripps-Howard Radio, Inc., Cleveland—License to cover CP which authorized new exp. television station, W8XMK.

Modification of CP

Havens & Martin Inc., Richmond, Va.—Mod. CP which authorized new experimental television relay station W4XW, for extension of completion date.

Exp. TV—198-204 mc

Federal Telecommunication Labs. Inc., Nutley, N. J.—CP new experimental television station on 198-204 mc, vis. 1 kw, aur. 500 w, emission A5, special for FM and hours in accordance with Sec. 4.131(b) and 4.163.

Modification of CP

Radiohio Inc., Columbus, Ohio—Mod. CP to change trans. location and ant. system, for extension of completion date, facsimile W8XUM. Also mod. CP as mod., to change trans. location and ant. system, to change type ant. Commencement and completion dates 10 days from date of grant and 180 days thereafter.

KARO Riverside, Calif.—Mod. CP, as mod., which authorized new commercial television station, for extension of completion date.

WTVT Toledo, Ohio—Same.

WPTZ Philadelphia—Mod. CP, as mod., for extension of completion date.

KDYL Salt Lake City, Utah—Mod. CP, as mod., which authorized new commercial television station, for extension of completion date.

License Renewal

WHKP Hendersonville, N. C.—License renewal.

Applications for renewal of experimental television broadcast license filed by Continental Television Corp., Boston, W1XDY; Balaban & Katz Corp., Chicago, W9XBK W9XBT; Farnsworth Television & Radio Corp., Fort Wayne, Ind., W9XFT. Application for renewal of relay broadcast license filed by Farnsworth Television & Radio Corp., Fort Wayne, Ind., WKPL WKQE. Applications for renewal of commercial television license filed by WBKB Chicago; WNBW Washington, D. C.

TENDERED FOR FILING

AM—1260 kc

Frank Sinatra, Palm Springs, Calif.—CP new standard station 1260 kc 1 kw D.

AM—1010 kc

Charles V. Warren, Gayle H. Bladine, Ruth B. Warren, Jack B. Bladine, d/b as Land O'Corn Bcstg. Co., Webster City, Iowa—CP new standard station 1010 kc 250 w D.

AM—950 kc

WGBG Greensboro, N. C.—CP change hours from D to unl., 980 kc to 950 kc, 1 kw to 5 kw and install DA-DN, new trans. and change trans. location.

AM—1320 kc

WKAP Allentown, Pa.—CP change frequency from 1580 to 1320 kc.

Modification of CP

KTHT Houston, Tex.—Mod. CP to change frequency from 790 to 1030 kc, power from 5 kw to 50 kw, change from DA-DN to DA-N and install new trans.

Fame Comes to Alisky

A BRIGHT quip that started in newsroom of WOAI San Antonio last August has now found its way across the country and has even been translated into several foreign languages. WOAI's Marvin Alisky made the remark: "Long skirts are like prohibition—the joints are still there, but they are harder to spot." Arthur Godfrey quoted Mr. Alisky on CBS, and the next day an editor of *Time* magazine sent Mr. Alisky a note saying, "We all very much enjoyed your discovery." And now the remark is recorded in the January issue of the *Reader's Digest*, which is translated into several foreign editions. No one is more surprised than Mr. Alisky at his sudden fame.

January 21 Decisions . . .

BY THE COMMISSION

Petition Granted

KUOA Siloam Springs, Ark.—Granted petition of KUOA insofar as it requests designation for hearing of its application in consolidated proceeding with application of All-Oklahoma Bcstg. Co.; insofar as petition seeks designation for hearing of its application in consolidated proceeding with applications of Texas Star Bcstg. Co. and Seminole Bcstg. Co. it is denied; and application of KUOA to request 740 kc 10 kw unl. DA-2 was designated for hearing in consolidated proceeding with All-Oklahoma Bcstg. Co.

Hearing Designated

Lake Bcstg. Co. Inc. and Radio Calumet Inc., Gary, Ind.—Designated for hearing in consolidated proceeding applications of Lake Bcstg. Co. Inc. and Radio Calumet Inc. each requesting new station 1270 kc 1 kw unl. in Gary, and ordered that WHBF Rock Island be made party to proceeding.

Concord Bcstg. Corp., Niagara Falls, N. Y.—Designated for hearing application for new station 1230 kc 250 w unl. in consolidated proceeding with application of Erie Bcstg. Corp., Buffalo; and ordered that hearing on application of Erie Bcstg. Corp. scheduled Jan. 27 at Buffalo be postponed to Feb. 9 at Buffalo, and that hearing on Concord Bcstg. Corp. be held Feb. 10 at Niagara Falls.

Petition Granted

KTRH Houston, Tex.—Granted petition of KTRH requesting that its application be designated for hearing in consolidated proceeding with application of Texas Star Bcstg. Co. and said application of KTRH for CP to change DA-D of station (DA-2), which operates with 50 kw DA-1 unl. on 740 kc, was designated for hearing in consolidated proceeding with Texas Star Bcstg. Co.

Waiver of Rules

Commission on its own motion, granted general waiver of Sec. 3.406 of rules for all stations participating in March of Dimes program on Jan. 30, 11:15-12 midnight (EST).

January 21 Applications . . .

ACCEPTED FOR FILING

AM—740 kc

KUOA Siloam Springs, Ark.—CP change hours from D to unl., change power from 5 kw D to 500 w-N 5 kw-D and install DA-N. AMENDED to change frequency from 1290 to 740 kc, power from 500 w-N 5 kw-D to 5 kw-D, hours from unl. to D using non-DA.

License for CP

KUCB Blythe, Calif.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KUBA Yuba City, Calif.—License to cover CP, as mod., which authorized new standard station and change studio location and authority to determine operating power by direct measurement of ant. power.

WSAC Columbus, Ga.—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

WTWA Thomson, Ga.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WTHI Terre Haute, Ind.—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

WFTM Maysville, Ky.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—950 kc

KFUO Clayton, Mo.—Authority to determine operating power by direct measurement of ant. power.

License for CP

KNEB Scottsbluff, Neb.—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

WMAJ State College, Pa.—License to cover CP which authorized install new trans. and authority to determine operating power by direct measurement of ant. power.

WIS Columbia, S. C.—License to cover CP, as mod., which authorized install new trans. and mount FM ant. on No. 2 tower.

KTHT Houston, Tex.—Mod. CP, as mod., which authorized change frequency, increase power, install new trans. and DA-DN and change trans. location, to change frequency from 790 to 1030 kc, increase 5 kw to 50 kw, change type trans. and from DA-DN to DA-N and for extension of commencement and completion date.

Lampasas Bcstg. Co., Lampasas, Tex.—Mod. CP which authorized new standard station to change type trans. and for approval of ant., trans. and studio locations.

Transfer of Control

WOR New York—Voluntary transfer of control of licensee corporation from L. Bamberger & Co., to R. H. Macy & Co. Inc.

License for CP

WJJL Niagara Falls, N. Y.—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WSSB Durham, N. C.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

WFLB Fayetteville, N. C.—Same.

AM—1240 kc

WJNC Jacksonville, N. C.—CP install new trans.

AM—730 kc

Public Service Bcstrs. Inc., Toledo, Ohio—CP new standard station 1230 kc 250 w unl. AMENDED to change frequency from 1230 to 730 kc, hours from unl. to D.

WMAL-FM Washington, D. C.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WARS-FM Wilmington, Del.—Mod. CP which authorized new FM station to change trans. site; ERP to 21.6 kw, ant. height above average terrain to 427 ft.; make changes in ant. system and change commencement and completion dates.

WHOO-FM Orlando, Fla.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WRCK Brookfield, Ill.—Same.

WMAQ-FM Chicago—Mod. CP which authorized new FM station for extension of completion date.

WEFM Chicago—Mod. CP, as mod., which authorized changes in FM station for extension of completion date.

AM—1570 kc

Terrell Broadcast Corp., Terrell, Tex.—CP new standard station 1570 kc 250 w D. AMENDED to change studio location.

Modification of CP

KUOA-FM Siloam Springs, Ark.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WONS-FM Hartford, Conn.—Mod. CP which authorized new FM station for extension of completion date.

FM—Unassigned

San Fernando Valley Bcstg. Co., San Fernando, Calif.—CP new FM station (Class A) frequency to be assigned by FCC and ERP 1 kw. AMENDED to change officers, directors and stockholders.

FM—100.9 mc

KOWL Inc., Los Angeles—CP new FM station (Class A) frequency to be assigned by FCC and ERP 1 kw. AMENDED to specify Channel 265, 100.9 mc.

Modification of CP

WBIK Chicago—Mod. CP which authorized new FM station for extension of completion date.

KWOS Jefferson City, Mo.—Same.

WLLH-FM Lowell, Mass.—Same.

Transfer of Control

WBAM New York—Voluntary transfer of control of licensee corporation from L. Bamberger & Co. to R. H. Macy & Co. Inc.

(Continued on page 74)

Hon. Jack North
Aubrey Moore & Wallace
230 N. Michigan Ave.
Chicago, Ill.

Dear Jack:

Guess you heard where Bert Sonis, WCHS's program director, is gonna be Chairman o' the NAB news clinic for West Virginia radio stations. — in Charleston, Febr. 16. I went to a clinic once't. Doctor's made me cross my legs —then they hit my knee with a hammer . . . Don't know why they do that unless they get a kick out of it. But I do know, people get a kick out of listenin' to WCHS . . . that's CBS in Charleston . . . 5000 watts at 580, you know . . . Course with WCHS's stepped up policy of public service, people jest naturly can't afford not to listen . . . to WCHS with 5000 watts at 580 . . . that is . . .

yrs.
algy

WCHS
Charleston, W. Va.

KSFO
SAN FRANCISCO
560
Wesley I. Dumm, President
Philip G. Lasky, Vice-President

MUSIC PAYS OFF

Northern Californians are enthusiastic about KSFO's planned music . . . and discriminating advertisers are enjoying the Pay Off. Ask your Bolling Company representative.

THE PICK OF THE NEW HITS!

Keep your record shows up-to-the-minute with RCA Victor's latest!

TEX BENEKE

But Beautiful
and
You Don't Have to Know the Language
RCA Victor 20-2616

VAUGHN MONROE

Matinee
and
Someone Cares
RCA Victor 20-2671

LARRY GREEN

Beg Your Pardon
and Can It Ever Be the Same?
RCA Victor 20-2647

HELEN CARROLL AND THE SATISFIERS

Shauny O'Shay
and
Little Lulu
RCA Victor 20-2673

THE PAGE CAVANAUGH TRIO

Ok'l Baby Dok'l
and (I Would Do)
Anything for You
RCA Victor 20-2646

SPADE COOLEY

(King of Western Swing)
Spanish Fandango
and
The Best Deal in Town
RCA Victor 20-2668

RCA VICTOR

RCA RECORDS

MUSICAL quiz program involving identification of song titles, composers, titles of musical shows, etc., has been started on WDVA Danville, Va., with title of "Face the Music." Program has unusual tie-in sponsorship in that it is presented by group of eight local beauty shops, all of which feature the "Radio Wave." Each shop gets daily credit, with two long commercials daily rotated among the eight sponsors. Steve Paledes is featured on the piano and Dick Campbell asks questions. Listeners respond by mail, vieing for prizes of theatre tickets. Station reports that idea of tying radio program with beauty shops' "Radio Wave" has clicked for sponsor identification and direct results in the shops.

'Meet the Kids'

TO ENCOURAGE civic work and good citizenship among youth, new children's participation show is being presented by WCNR Bloomsburg, Pa., in cooperation with local Elks Lodge and five local business firms. Titled "Pat and Her Mike Meet the Kids," program is aired weekly from Elks auditorium and is conducted by Patricia Moyer of WCNR. Each week Lodge presents certificate to Elks Boy-of-the-Week in recognition of "good citizenship, contribution to his community and the general conduct becoming to an all-around boy." At end of each year, one boy will be chosen from weekly winners as Elks Boy-of-the-Year. Children participate on show, doing musical or vocal numbers or recitations. Another feature of show is "Wishing Heart Ceremony." Child performing at time a bell sounds, gets to hold the Magic Wishing Heart, which brings gift from one of the five sponsors.

Women's Luck

HIGHLIGHT of new audience participation show on WLIZ Bridgeport, Conn., is attempt to find a "lucky lady" of the day. Program, titled "Lucky Lady," is aired from cafeteria of local department store and all guests are served light breakfast during the show. Each day a women's first name is chosen as lucky name and if one of the guests appearing on program has that name she receives assortment of gifts such as electric blanket, fur cape, etc. Other features of program are "Looking Lady," guest who has answered correctly a given question and is then given opportunity to go in search of store's special of the day, which she receives as award for her search; the "Far-Away-Lady," special gift to guest who has traveled farthest to attend show. "Lucky Lady" is conducted by Bill Elliott, WLIZ president, and Program Manager Wallie Dunlap.

Production Feature

DESIGNED to show New England homemakers how consumer's dollar is spread among production costs, "The American Way of Life" program has been started by WHEB Portsmouth, N. H. Series is aired Mon., Tues., and Wed., 10:15 a.m. and is conducted by Dorothy Towle, director of station's women's activities. First five weeks will be devoted to production of potatoes, with research, promotion, marketing, transportation, distribution processing and retailing among subjects to be included in future programs. Guest speakers who are authorities in each field are presented to explain various processes in production of food and materials.

Airs Buffalo Hunt

ON-THE-SPOT details of a buffalo hunt comprised unique series recently aired by KARV Mesa, Ariz. Six quarter-hour transcriptions, including sound of actual shooting, interviews with Navajo Indian guides, hunters and others, were broadcast and received enthusiastic response, station reports. John C. McPhee, KARV general manager, dispatched Morgan Levalle and crew of engineers to Houserock Valley in northern Arizona early this month to make the transcriptions when 30 selected hunters killed 30 buffalo from the large state herd.

Video Contest

USING PUZZLE drawings, novel telecast titled "Who Am I?" was recently staged by W8XCT, Crosley Broadcasting Corp.'s experimental video station in Cincinnati. Puzzle drawings were telecast and prizes were awarded viewers who called in correct identification. Prizes also were in camera view and winners picked prizes by watching home screens as camera panned over gifts. Red Thornburgh originated idea for "Who Am I?" and was m.c., answering calls from viewers. Drawings were made by Rudolf Phihado, head of WLW Cincinnati art department.

PROGRAMS

'Catch the Act'

INTENDED as a show-case for talent, as well as a variety television format, "Catch the Act" is currently being presented on KTLA Hollywood. Program is produced by Larry Finley Enterprises, Hollywood in weekly 30-minute period.

"VIRGINIA'S Youngest Disc Jockey," Lee Cross, and Abbott Lutz, production and special events director of WCAV Norfolk, enjoy their Sunday morning show, "Uncle Abbott Reads the Funnies," as much as their enthusiastic listeners. Program is aired on WCAV every Sunday morning, 9-9:30 a. m. In addition to Lee and "Uncle Abbott," program features a guest each week when a young member of the listening audience is interviewed on the air. Lee got the name of "Virginia's Youngest Disc Jockey" as result of another WCAV show, "Platter Parade," which he conducts on Saturdays.

News Exchange

EXCHANGE plan with weekly newspapers in its listening area has been arranged by WSYR Syracuse, N. Y. Station broadcasts weekly suburban news and feature digest each Saturday at 1:45 p.m., with John Hurlbut, WSYR promotion manager, as commentator. Each paper is credited for items used on broadcasts, thus furnishing promotion for the papers and program material for WSYR.

'Courtesy Payoff'

AIMED at rewarding and encouraging courtesy on part of Pittsburgh policemen, new quiz program titled "Courtesy Payoff" has been started by KQV Pittsburgh, in cooperation with Better Traffic Committee of Pittsburgh. Special awards are presented by city officials to policemen recommended for courtesy in letters from the public. On basis of best letters, two policemen are chosen to participate on "Courtesy Payoff" each Saturday. Writers of letters also appear on show, each "tipster" teamed with policeman he or she recommended. Traffic and safety questions are used on quiz, with musical clues to correct answers. Questions unanswered by contestants are referred to audience and prizes are given to all who participate. Standard city traffic light is used to signal timing for contestants' answers. Awards presented to policemen are specially designed insignias to be worn on their uniforms.

Football Recreated

RECONSTRUCTED play-by-play of important football games are aired in new series recently started on WKGN Knoxville. Programs are built from play-by-play reports written during the actual game and are aired as though game was in progress at the moment. Background band music and crowd noises, as well as other sound effects and descriptions of color, add to the illusion. Linsey Nelson, WKGN sports editor, writes and announces the series. Station reports that program is one of most popular sports features in area.

WAYS Ballroom

TURNING a make-believe ballroom into a real one, WAYS Charlotte, N. C., is now broadcasting its late evening record program, "Peoples Ball-room," Mon.-Fri. 10:30 p.m.-1 a.m. from downtown cafeteria, the Bomar, with public invited to drop in, dance, request and dedicate selections—all without charge. Cafeteria maintains sandwich and soft drink service for those who want it. Idea is to give Charlotte families place to drop in after movie, factory worker on 3-11 p.m. shift an after-work spot for relaxation and teen-agers on Fridays (reserved for them exclusively). Station believes that this is one disc show that it can be legitimately listed as public service program.

'Meet Your Neighbor'

SONGFEST and interviews comprise new audience-participation show which started Jan. 20 over WOL Washington. Titled "Meet Your Neighbor," program is conducted by Art Brown and is aired from downtown restaurant. Assorted prizes are awarded participants and free coffee and hot biscuits are available for everyone. Aired Tues., Thurs., Sat., 10:30-11 a.m., program is sponsored by Washington Flour Co. Format includes songfests lead by Mr. Brown and interviews with youngest married person present, oldest bride, and three contestants who nominate someone in the area as their "good neighbor" of the day.

Blood Drive Aired

INTERVIEW with Robert H. Link, veteran blood donor, highlighted broadcast of WVET Rochester, N. Y., on occasion of formal opening of National Red Cross blood program. Mr. Link inaugurated the new blood drive by giving his 57th pint of blood, while being interviewed on the air by WVET Program Director Colman Scott. First in projected chain of 51 centers from coast-to-coast, Rochester center was set up by Red Cross to supply blood without cost to victims of accident, illness and injury in 11-county area. WVET fed 15-minute program describing its opening to coast-to-coast Mutual network. Accompanied by Admiral Ross T. McIntire, national administrator of Red Cross program, WVET's mike toured new center, explaining its operation and interviewing persons in attendance.

Mayor-on-the-Street

MIAMI's Mayor Robert L. Floyd became radio's man-on-the-street early this month during a special events broadcast by WBAY Coral Gables, Fla. Mayor Floyd went to the airport to greet officials on the Aerovias Guest Constellation, but somehow in the confusion of arrival he was left holding a WBAY microphone. Knowing he was on the air, the mayor proved himself a true trouper. He interviewed several people, asking them how they enjoyed the flight, etc. The mayor was "stuck" with the mike for ten minutes before he was finally relieved by a WBAY announcer, but there was no break in the program. The mayor kept the show going.

'Carols by Candlelight'

UNDETERRED by the weather, more than 50,000 persons attended "Carols by Candlelight" festival sponsored by 3KZ Melbourne, Australia, on Christmas Eve. Rain fell heavily throughout program but annual event went off as scheduled. Festival was under direction of its founder, Norman Banks of 3KZ, and was broadcast throughout Victoria, South Australia and Tasmania by relay and overseas through Dept. of Information's shortwave service. Highlight was procession of 150 white robed torch-bearers and performances by guest artists. Novel feature was broadcast description of festival from T. A. A. Skymaster as it circled overhead. Receipts from program and contributions collected were added to 3KZ's Christmas Day funds for Austin Hospital, Melbourne, and Australian Red Cross.

CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C. BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Attention—Commercial copy and continuity writers in Iowa and surrounding states. KRNT, the Cowles ABC station in Des Moines, has an opening for a topnotch writer who can turn out successful selling copy and scripts that display originality and showmanship. Must have at least three years experience. Salary commensurate with abilities and experience. Don't expect to get rich; however, a chance to join a nationally-known radio operation. Send sample copy and scripts with photo and references to KRNT, Register and Tribune Bldg., Des Moines, Iowa.

Wanted—Program director - announcer for 250 watt Mutual affiliate; also announcer with 1st phone ticket. Good salaries for the right men. Write, wire or call Manager. WAJR, Morgantown, W. Va.

Salesman—$5000 annual opportunity for brewire to sell fifty dollars per day in 60,000 southern market. Box 266, BROADCASTING.

Combination engineer-announcers, No. 1 outlet, permanent employment March 1st. $60.00 with going southern station. Send disc, letter, photo now. Box 267, BROADCASTING.

Wanted—Two combination men with first class phone license by radio station in Hawaiian Islands. Starting pay $60.00 per 40 hour week. Write Box 369, BROADCASTING.

Sales manager — Industrious upstate western New York radio station. Please give complete information regarding your experience in radio, former employment, age, marital status, etc., in reply. Box 382, BROADCASTING.

Want operator with first class ticket for studio and transmitter shift on new AM-FM station in Michigan. Box 388 BROADCASTING.

Salesman-executive desired by organization operating several stations east of Chicago. Opportunity for advancement and excellent earnings await right man. This is a permanent position with progressive organization. All replies held in strict confidence. Box 391 BROADCASTING.

announcer with 1st class license for New England network affiliate. Must have car. Send full details of education, experience and references. Box 395, BROADCASTING.

Wanted Immediately
COMMERCIAL MANAGER
for daytime kw.
Good opportunity.
Send details and photo to
Leonard Coe,
Radio Station KVLC
Box 2257
Little Rock, Ark.

Combination engineer—announcer wanted by 250 watt station. Send disc and photo, write qualifications, salary required.

KWSL, Box 1399,
Lake Charles, La.

Experienced commercial manager needed immediately. New 5000 watter (day and night), located southwest. Locally owned and adequately financed. Good salary and overide. Give all pertinent details first letter.

BROADCASTING
Box 260

Help Wanted (Cont'd)

Help Wanted. ABC affiliate in pleasant New England city needs capable all-round program man to assist program director. Work involves some announcing, writing and producing. Talent opportunities. State experience, salary expected and give four references first letter. Box 409, BROADCASTING.

Top money for top announcer. You must have (A) ample experience (B) with excellent radio background (C) good references, both business and personal (D) know programming and music (E) top quality on the air. Guaranteed earnings $80 to $100 weekly. Salary based on incentive plan. Major midsouth market. Replies confidential. Box 417, BROADCASTING.

Good station in major southern market will have opening for writer-director in copy department. Good background and references required. Attractive salary. Send photo and complete details. Replies confidential. Box 418, BROADCASTING.

Long established northern California network affiliate interested in enlarging staff. Tell what you want and what you can do. Box 419, BROADCASTING.

Manager for 250 w station. Central California. Must be experienced in sales and programming. Box 430, BROADCASTING.

Announcer. Experienced, versatile, capable of doing good job on news, disc shows, ad-lib, commercials. Give complete background, including salary expected, when you can start. Regional Ohio network affiliate. Box 432, BROADCASTING.

Radio engineer capable of designing and adjusting directional antenna systems, making proof of performance measurements and installing and adjusting transmitting equipment. State qualifications and salary required in first letter. Members of our organization know about this ad. Box 433, BROADCASTING.

Salesman—Local midwest network affiliate desires services of experienced salesman. Give full details as to your experience and expected starting salary in letter to Box 435, BROADCASTING.

National salesman—Midwest network station, about 200 miles from Chicago, large market, prefer you know Chicago and St. Louis accounts. An excellent opportunity on established station. Box 436, BROADCASTING.

Announcer for a leading radio station in the south; large city; good pay; announcer must be good; send disc of five minutes of news, three commercials, qualifications and photograph. Box 455, BROADCASTING.

Experienced transmitter operator for 5 kw DA MBS station. Sixty dollars start with excellent prospects. Box 468, BROADCASTING.

Transmitter supervisor capable of assuming responsibility for 5 kw transmitter and directional antenna. Box 473, BROADCASTING.

Experienced salesman by 250 watt Florida independent. Market presently top profitable. Right man can make a Coop profitable. Box 474, BROADCASTING.

Program director, sales-minded, needed at once, 250 watt station desirable northwest city. Send references, salary expected and outline experience. Box 475, BROADCASTING.

Program and traffic manager—Industrious upstate western New York radio station. Please give complete information regarding your experience in radio, former employment, age, marital status, etc., in reply. Box 383, BROADCASTING.

Salesman—Opportunity to make more than $500 per month at leading station, good market, good programs and staff to back up sales work. Liberal draw to start and opportunity for advancement. Only men with proven record considered. Full details in first letter. Box 483, BROADCASTING.

Help Wanted (Cont'd)

Wanted—Three engineers, first class ticket, for AM and FM station. No announcing. Send full details in first letter to Chief Engineer, WCNB, Connersville, Indiana.

Experienced chief engineer, also combination man, engineer-announcer, with experience in announcing. Send work history, reference, photo, salary expected. WMJM, Cordele, Georgia.

Established 18 year NBC affiliate enlarging fine staff in fine new building. Need experienced staff announcer looking for good working conditions and good climate. Send complete information with audition to Jack Rye, KTSM, 801 N. Oregon Street, El Paso, Texas. Don't answer if just shopping!

Announcer—1000 watt regional network station has opening for experienced announcer. Salary above average. Talent extra. Send qualifications, photo and transcription to Program Director, WFDF, Flint, Michigan.

Times salesman, hustler, needed at once, 250 watt station, desirable northwest city. Send references, salary expected and outline experience. Box 476, BROADCASTING.

General announcer—Two years experience; if $55 per week means advancement and you desire to locate on established midwest station, one of top markets in U. S., send full details to Box 437, BROADCASTING.

Combination announcer - engineer wanted by 1000 watt NBC station in citrus section of Florida. First class license required. No floaters wanted. Send complete information including audition record of voice. Permanent job. WLAK, Lakeland, Florida.

Young salesman. Eager to learn radio sales with opportunity to learn all phases of radio. Drawing account against commission. WHOB, Gardner, Massachusetts.

Production manager-announcer wanted by progressive independent station in major market. Good salary, pleasant working conditions. Want steady man with radio know-how. Give details, references, photo. Box 487, BROADCASTING.

Commercial scriptwriter wanted. Send full details. KVLH, Pauls Valley, Oklahoma.

Chief engineer, 1000 watt daytime Mutual affiliate. Excellent working conditions. All new equipment. Profit sharing plan. Contact Henry Sullivan, WDSC, Dillon, South Carolina. Give details of experience and state expected salary.

Recently established MBS station—Making some changes in staff. Needs very good staff announcer and competent continuity writer. Good working conditions in nice city, ideal climate. Complete information with audition disc or sample of continuity first letter. KSET, 307 Mills St., El Paso, Texas.

Transmitter engineer, experienced. 5 kw directional. Car required. Permanent. Advise previous experience, salary expected, when available. WAKR, Akron 8, Ohio.

Wanted immediately. Announcer experienced in newscasting, disc shows and copywriting. Single man preferred. Good opportunity in 250 watt, progressive southeastern station, send disc, photo, and qualifications now. Box 493, BROADCASTING.

Help Wanted (Cont'd)

Wanted, experienced announcer for permanent position, morning side, on 5 kw midwest station. Must be thoroughly experienced with live talent, news and ad-lib audience shows. We are not looking for a "disc jockey" or pseudo-comic. If you can do an honest, friendly job for both sponsors and listeners send full particulars of past experience, successful shows and salary expected, to Box 495, BROADCASTING.

Young single man with first radiophone license. Experience not necessary. WRNO, Orangeburg, S. C.

Announcer wanted, preferably with experience, by regional southern station. $200 month. Send disc, photo to program director. Box 497, BROADCASTING.

Announcer—1000 watt regional station has opening for experienced announcer for all-round duties. Excellent opportunity and good future for right man. Send qualifications, photo and audition disc to Program Director, WKAN, Kankakee, Illinois.

Salesman—An old established Florida broadcasting station in first class market has opening for first class man or woman in sales department. Permanent and profitable position for right party. Write giving background and experience. Box 501, BROADCASTING.

Experienced announcer for 250 watt Wisconsin station. Scale $40.00 to $50.00. Box 509, BROADCASTING.

Time salesman for midwest regional station in prosperous noncompetitive market. Position open immediately. Give full details on background, previous position, references, etc. Box 510, BROADCASTING.

Situations Wanted

For sale—A voice; seven years radio. To production station that will know how best to use it. Sales, song and sports. Box 59, BROADCASTING.

Experienced general manager available. 15 years experience all phases. Sober, responsible family man. Top record. South only. Box 226, BROADCASTING.

Announcer - program director. Good ideas, pursuing courses in television production evenings, desires connection within commuting distance New York City. 3 years commercial experience. Box 363, BROADCASTING.

Engineer, 1st phone. Vet. Experienced small station. Desires permanent position. Box 399, BROADCASTING.

Announcer, thoroughly experienced. Versatile. Desires berth with progressive station. Box 428, BROADCASTING.

Vet, married. One year leading Chicago radio school. Trained all phases. Go anywhere. Disc, continuity samples on request. Box 438, BROADCASTING.

Engineer—1st phone. Ex-Navy RT. Experience in installation and operation of transmitters and studio equipment. Box 439, BROADCASTING.

Young woman, 5 years radio experience, continuity, announcing, production. Seeks opportunity with station or agency, Washington, D. C. or New York area. Box 508, BROADCASTING.

Chief engineer—15 years experience studio, transmitter, construction, installation and operation. $100.00 per week minimum. 35, married. Box 507, BROADCASTING.

(Continued on page 72)

CLASSIFIED RATE INCREASE

Effective February 16

Help Wanted . *20c word—$2 minimum*

Situations Wanted . *10c word—$1 minimum*

All other classifications (For Sale, Wanted to Buy, Miscellaneous, Employment Services, etc.) . . *25c word—$4 minimum*

3 words, blind box number, free of charge.

Rates become effective with February 16 issue.

Situations Wanted (Cont'd)

Attention southern California—Ace sportscaster-commercial manager with solid sportscasting, sales, news, comedy and publicity background. Available soon. Box 448, BROADCASTING.

Manager—Installed and now directing FM station in metropolitan area. Complete background all phases of radio. Sales, promotion, programming. Consider west of Mississippi only. Available on 30 days notice. Box 440, BROADCASTING.

Announcer, veteran, experienced, married. Ad-lib disc shows, good commercial and newsman. Capable of doing well-rounded, professional work. Permanent position desired. Box 441, BROADCASTING.

Chief engineer—15 years experience all phases design, installation, operation and maintenance. Now employed but desire better opportunity to show what I am really capable of. Especially interested in progressive Florida or other southeastern station. Available three weeks. Box 442, BROADCASTING.

Continuity writer or editor—Young woman, competent commercial and program continuity, seeking position progressive network affiliate, eastern or midwestern city. Loyalty, enthusiasm, initiative, plus varied radio background, college degree. Write Box 443, BROADCASTING.

Experienced announcer desires position. Young, versatile, sober, ambitious. Thoroughly schooled disc jockey, newscaster, play-by-play sportscaster, commercial announcer. Also, experienced singer. Available immediately. Disc upon request. Box 444, BROADCASTING.

1st phone-announcer desiring employment in SW. Age 20, one year school engineering and announcing, car, 4 months experience MBS affiliate, veteran. Available immediately. Box 445, BROADCASTING.

Time salesman. 1½ years experience, a self starter and go getter in local accounts. A proven sales record and references on request. Vet, 25 years of age, married. Box 446, BROADCASTING.

A real find—Play-by-play sportscaster-commercial manager, experienced in sportscasting, sales, news, publicity, comedy. Prefer southern California. Box 447, BROADCASTING.

Copywriter - announcer. Experienced. Now working. Desire change of location. Equally at home on board or typewriter. Box 449, BROADCASTING.

Experienced announcer, emcee, program director. 6 years experience commercial radio, desire change. Young married vet, no drifter. Box 450, BROADCASTING.

First class program director-sales manager available. Currently employed, but desires change. Not a chair polisher. Have plenty of experience in sales and programming. Can help your Hooper with low cost shows and can sell them to sponsors. Want to work with progressive station where I can earn at least $125 per week. (I am worth that much to my present employer.) If you want an experienced, talented man contact Box 451, BROADCASTING.

Continuity writer, young woman, versatile, journalism college graduate: some newspaper, radio experience, assistant editor on industrial magazine. Box 452, BROADCASTING.

Engineer, first phone, married, experienced in control room and transmitter work. Desire permanent position in the midwest. Box 453, BROADCASTING.

Available in May for responsible radio position. Program directorship or news editing preferred. Write Box 480, BROADCASTING.

Engineer—First phone, vet, single, personable, best references, personal reputation, available on notice. Box 456, BROADCASTING.

Commercial-continuity writer. 5 years basic network experience. Experienced announcer. College grad. Box 457, BROADCASTING.

Here you are! An "on the ball" man with "top scoring" in experience. (Programming, production, continuity, traffic, music) available in 2 weeks. Box 459, BROADCASTING.

Technician qualified for operator, 1st phone, would welcome learn operator-announcer position, adaptable to anything. Box 460, BROADCASTING.

Engineer, 1st phone, telegraph, ham, young, former shipboard operator. Write Box 461, BROADCASTING.

Announcer. Grad leading NY radio school. Experienced commercials, news. Can handle platter shows. Seeks position with small growing station. Picture and disc. Box 463, BROADCASTING.

Announcer-engineer—1st class license. Grad RCA, Radio City Announcing School. AFRS announcing experience. Available immediately. Will travel 150 miles radius New York City. Box 464, BROADCASTING.

Technician. 1st phone, grad leading technical school. Single, will travel. Box 465, BROADCASTING.

Experienced engineer, some announcing if necessary. Please give details, city and station first letter. Box 467, BROADCASTING.

Announcer—Presently employed by NBC affiliate seeks change. Capable of handling newscasts, disc shows and general staff duties. Disc, photo and details upon request. Box 469, BROADCASTING.

Engineer. First phone, vet, desires position in northeast. Available immediately. Box 462, BROADCASTING.

Two experienced engineers, one now working 250 watter; other 5 kw station. Were buddies during war, want to work together. Both graduates of good radio engineering school, both want place to settle permanently. One married, other single. One has held chief engineer's position in 250 watt station. Box 470, BROADCASTING.

Young family man—Enthusiastic, fully qualified desires position as manager or commercial manager. Satisfactory reason for change. Good background in radio and transcription sales. Available on two weeks notice. Box 472, BROADCASTING.

Script-continuity writer. Young family man has over two years experience in all types of radio writing. Box 477, BROADCASTING.

Announcer—3 years experience. (AM-FM) or FM only. Disc, photo, background—immediately. Box 478, BROADCASTING.

Manager or commercial manager. Now employed seeks change. 15 years successful experience in newspaper and radio. Will arrange personal interview at own expense. Excellent references and background. Prefer eastern station. Box 479, BROADCASTING.

Announcer—Presently employed. Experience includes background in news editing, continuity, console operation and all phases of announcing. Available March 1st. Box 481, BROADCASTING.

New general manager, part owner, smaller independent. Previously general manager network outlet, large market. Prefer management network station. Newspaper background. Could invest. Box 482, BROADCASTING.

They said—"Learn radio from the ground up, young man." That was 1940. So I did: Continuity, sales, traffic, announcing, free lance writing, four and a half years of AFRS; now PD on 250 watt independent. Now where? 50 kw? Agency producer or writer? Network? Program promotion or direction? Age 31, married, looking for the opportunity to serve as a journeyman in a field that I have served lovingly and well as an apprentice. Box 484, BROADCASTING.

Announcer — Four years experience major markets. Presently employed southern California basic. Desires permanent change to advance with station. Prefer southwest but consider all opportunities with future. Available two weeks. Box 485, BROADCASTING.

Engineer—First phone, experience transmitter, recording, remotes. Single, age 22. Prefer west. Available immediately. All replies answered. Box 486, BROADCASTING.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. Longacre 4-0340.

Announcer—Young, married. Short on experience, long on ability and ambition. Can capably handle all types announcing and some continuity. Pleasing voice, good delivery. Prefer midwest, but will travel. Disc, photo available. Tony Mancin, 914 S. Ashland, Chicago 7, Illinois.

Free! Will work Saturdays free!! I am studying announcing and script writing and want to supplement same with atmosphere of radio studio. I will do any kind of work. New York or one hour traveling distance. Paul Schuster, 1106 College Ave., Bronx 56, N. Y., Jerome 6-6238.

Announcer professionally trained in production, news editing, writing. Reliable, conscientious. Let audition tell story. Mr. Gene Grischow, 4116 N. Alaska, Apt. 2, Portland, Oregon.

Career wanted for career man—Not an idle boast but a promise of dependable, conscientious, sober announcer, who desires to grow roots. Operate board, write positive sales copy, do sports. Veteran, 25, married, go anywhere. Disc and photo on request. Eugene de Rubini, 78 Post Ave., New York 34, N. Y., Longacre 7-1752.

Can you use a good all-round announcer? Experienced. Available now. Victor Tapler, 5717 Sheridan Rd., Chicago 40, Illinois.

RECORD JOCKEY AND M.C. One of America's top announcers, featured for the last five years on top New York station, will leave this area for suitable position elsewhere. Twelve years experience which also includes news, ad-lib, personality and hillbilly emceeing. Minimum income considered, $200.00 a week through "salary - plus - commercials" arrangement. Available immediately. Box 489, BROADCASTING.

Experienced announcer. Family man desires position Chicago and vicinity. Available immediately. Jerry Winters, 646 S. Humphrey Ave., Oak Park, Ill.

Small station executive now working. Desires change. Family man. Must have concrete offer for sound proposition. Many years experience in all phases of radio from announcer to manager. Box 454, BROADCASTING.

Announcer. Grad leading NY school. Trained in all phases announcing. Vet, single, will travel. Box 490, BROADCASTING.

Announcer-veteran, single. Grad S.R.T. Radio City. Professionally trained. Workshop experience with news, commercials, platter shows. Ambitious, personable. Available immediately, travel. Personal audition or disc. Box 491, BROADCASTING.

Wanted—Radio news work on graduation from college in February. Vet, 28, married. Experience newscasting, editing, writing and reporting. Ambitious, capable, desire position with future. Box 492, BROADCASTING.

Attention stations and agencies! Production supervisor of midwestern station, college background, supervision experience, excellent references. Desires sales position. Box 494, BROADCASTING.

Announcer—Married, vet. College. Willing to travel. Graduate leading announcers school Radio City, N. Y. Terrific line patter for platter shows. Knowledge console; dramatic acting. Thorough knowledge sports. Ability to get along with people. Sober. Conscientious. Likeable. Disc, photo and letter upon request. Box 496, BROADCASTING.

Announcer, married vet, over four years experience—general staff work and commercial—news and platter shows a specialty. Competent, dependable and conscientious. Prefer southwest or Florida but all offers considered. Box 498, BROADCASTING.

Engineer, experienced AM & FM, transmitter and control, network and independent, directional antennas. Some announcing. $60 minimum. Prefer south or west. Please give details town and station first letter. Box 499, BROADCASTING.

Position sought by one seasoned by 25 years experience newspaper and radio. 20 years sales executive. Creative, hard worker, clean habits. Interested only in position that challenges ability to lead and produce. Minimum compensation $5000 annually. Address Box 500, BROADCASTING.

Chief engineer five years, twelve years experience in all phases of broadcasting. Just completed construction of 1000 watt directional and now supervising its operation. Prefer midwest. Offer must be good if considered. Box 502, BROADCASTING.

Announcer — Vet, 23. Versatile, well-trained all phases. Disc, pic upon request. James Mulqueeny, 3713 S. Wallace, Chicago 9, Ill.

Announcer. Vet desires announcing position. Trained all phases leading Chicago college. Extensive console practice. Will travel. Box 503, BROADCASTING.

Young man — Capable, conscientious. College-trained all phases broadcasting. Desires position as announcer with progressive station. Available now. William Hunt, 2715 W. Division St., Chicago, Ill.

Young graduate announcing school anxious for start in radio. Glad to send disc. East or middlewest. Box 504, BROADCASTING.

Ambitious, energetic, experienced, women's commentator and music director, excellent references. Available immediately. Audio disc upon request. Last employed at 1000 watt station. Box 505, BROADCASTING.

Station manager available. Young, aggressive, experienced. Accent on sales and programs. Have increased station revenue 40% at present position. Prefer local independent, but any station offering opportunity and commensurate income considered. Reply to Box 466, BROADCASTING

AVAILABLE FEBRUARY 15

SPORTS ANNOUNCER

Agency, client, station—endorsed.
Top play-by-play all sports—
Copyrighted commentary.

15 years local, regional network experience to assure outstanding job in any market, large or small. Will personally contact all replies to—

BOX 506, BROADCASTING

● PROMOTION AND PUBLICITY

Topnotch man with solid background in station promotion and publicity. No Armchair executive, but a real producer who has ideas and enthusiasm with the know-how and experience to translate ideas into action. Strong on audience and trade paper promotion. Highest references. Stable, married, early thirties.

BOX 488, BROADCASTING

For Sale

For sale—Western Electric model 503B-1, 1 kw FM transmitter in excellent condition. also two new 155 ft. type 78 Wincharger towers complete with lighting. Box 347, BROADCASTING.

For sale and immediate delivery, 1 model F Presto recorder, in excellent condition. This piece of equipment has been in use only 3 months. Price: $1500. Box 471. BROADCASTING.

1000 watt Western Electric Type 352E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

188 ft. Lingo guyed tower complete with guys, plates, insulators, standard lighting and lighting choke. Also General Radio frequency monitor crystal for monitoring 1340 kc. Available immediately. WSAV, Savannah, Ga.

For sale—Two Presto recorders, type 8-N, as new, complete including 4-A cabinets, four feedscrews, three cutters, type 1-C, one cutter type 1-D, but not including playback pickups. Price reasonable. Fritz Bauer, KWTO, Springfield, Missouri.

Must sacrifice, brand new, GR modulation and freq. monitors, Raytheon console, RCA universal pickups, turntables. 320 Glenn Ave., Fresno, Calif.

RCA 250-K transmitter, in excellent condition, available because of move to higher power, reasonably priced. Radio Station WJHP, Jacksonville, Fla.

RCA 250-E transmitter; 170 foot Lehigh self-supporting tower complete with base insulators and lighting equipment; composite antenna tuning unit; remote metering kit; six foot equipment rack; 170 feet 7/8 inch coaxial line buried in ground. This equipment just taken out of service due switch to new location and taller tower necessitated by addition of FM. Transmitter includes set of tubes which were in service and more than one set of spares. First $3000 buys entire lot. KTEM, Temple, Texas.

For sale—Very reasonable, a 250 RCA transmitter, Wincharger tower, etc. Reason for selling going to 5000. Contact James R. Doss, Jr., Radio Station WJRD, Tuscaloosa, Alabama.

Factory reconditioned BK-401 sound mirror magnetic tape recorder for broadcast use. Price $175.00. Wire KFRK, Livingston, Mont.

For sale—800 ft. 7/8 inch 72 ohm Communications Products coaxial line in factory cases, at current market price. Radio Station WLOH, Princeton, W. Va.

Temco, new 250 watt transmitter, studio console, monitor amplifier, two speakers in cabinets, oscilloscope, everything complete $1500. Chester Daly, 1943 Sences, Buffalo, N. Y.

186 foot Ideco tower, complete with lighting and insulators. F.O.B., Newport News, Virginia, $2400.00. Available about March 1. Contact Chief Engineer, WGH, Newport News.

Tower construction and maintenance available now. Ace Hi Tower Construction Company, H. C. Tant, Manager, Offices at WROM, Rome, Georgia, Phone 9075.

Telephones—Army field telephones with carrying case. Have ringer, gen. handset, etc., new $18. pair. Phillips, 5482 Woodlawn, Chicago, Illinois.

For sale—Must sell 10 kw transmitter composite, but dependable. Wire or phone Mark W. Bullock, Chief Engineer, KFAB, Lincoln, Nebraska.

FOR SALE

MIDWEST

NETWORK STATION

A profitable, long established fulltime network station that has been a consistent money maker.

This property is located in one of the midwest's most desirable medium-sized markets. Price $125,000.

Write exclusive representative

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.
James W. Blackburn
1011 New Hampshire Ave.
National 7405

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

Half of Nation's Population Will Be In TV's Scope by End of '48–Kersta

PREDICTION that half of the nation's population will be encompassed in the coverage areas of television stations by the end of 1948 was made by Noran E. Kersta, NBC director of television operations, at a seminar on television in Baltimore under the auspices of WBAL. The Baltimore station WBAL-TV is scheduled to begin television operations in February as the fifth station of the new NBC television network.

Mr. Kersta, in speculating upon television's meteoric development, asserted that NBC will have a nationwide network in operation perhaps by 1950 and not later than 1951. The expansion will occur through use of both coaxial cable and temporary microwave relays. Interconnection of New York and Chicago by coaxial cable with service fanning out through radio relays to adjacent communities will provide concentrated coverage in the most thickly populated areas, he said.

Mr. Kersta

Participating in the seminar which was attended by Baltimore radio advertisers and agency men, in addition to Mr. Kersta, were Reynold R. Kraft, television sales manager of NBC, Harold See, director of television operations for WBAL and Harold Burke, vice president of Hearst Radio Inc. and general manager of WBAL and its related operations, who presided.

Mr. Kraft cited sales successes already achieved by video, which he said had manifold the merchandising impact of any other advertising medium. Those now in commercial television are "Daniel Boones, hacking down the trees."

Still Spending for TV

"Television," Mr. Kraft said, "has a long way to go and is hampered by lack of adequate equipment and relays to satisfy demand. Telecasters are still spending two and a half to three dollars for every dollar the advertiser spends."

He described TV as "the medium of demonstration."

From the coverage standpoint, it already has been indicated that a television station of moderate output covers an area in many respects equivalent to that which the best AM broadcasting has to offer—the 50,000 watt outlet.

Mr. See, former NBC television executive, said that WBAL-TV hopes to begin operation between Feb. 2 and 8. Assigned to Channel 11, it will have visual power of 32.6 kw, aural of 16 kw.

The seminar was followed by large-screen demonstrations of both live studio pickups from WBAL television studios at its new headquarters viewed by approximately 200 seated in its new air television theater studios. There were also sample commercials and film presentations.

Guests were conducted around the new studios and shown the inner workings of the control and projection equipment. Mr. Burke said the television plant represents an investment aproaching $500,000.

Wanted to Buy

Station in small market now operating at loss or CP anywhere. Box 422, BROADCASTING.

General Radio type 516-C or 916-A RF bridge. Box 458, BROADCASTING.

Used RCA 1000 watt transmitter or 1000 watt amplifier. Will consider trading RCA 250-K if desired. WSAV, Savannah, Ga.

RCA 312-A noise meter and direction finder 318-B. Must be in good condition and reasonable. Stahl, 1316 Longfellow St., N. W., Washington, D. C.

Wanted—Used equipment—23,000 feet ground wire, Presto 10-A turntable chassis, General Radio 732 distortion meter and oscillator, rack mounted communications receiver, 44 BX microphone, 30 ohm, RCA relay rack, twin jack patch strips, five inch or larger oscillograph. Wire age, condition and lowest price to George Weiss, WBBQ, Augusta, Georgia.

Wanted—Field intensity measuring set. Must be in good condition. Write or wire Shelton Weaver, 608 Commerce Union Building, Nashville, Tennessee.

Miscellaneous

Yours, two dollars each five dollars top photographic course sold. Arthur Cooper, WVOS, Monticello, N. Y.

Krom-A-Tone post cards—Best, most economical method to display any product. Samples on request. Graphic Arts Photo Service, Box 365-F, Hamilton, Ohio.

Jockey's comedy script collection, $5.00. Kleinman, 1735-T N. Bronson, Hollywood, 28, Calif.

Attention new stations—We offer a convenient (FCC accepted) frequency measuring service to standard broadcast stations, new or old—inquire. Also, frequency monitor service and highest quality quartz crystals for broadcast and other commercial services, literature available. "Over a decade of satisfaction and fast services!" Eidson Electronic Company, Temple, Texas. Phone 3901.

MEDICAL TIMES, official publication of the Medical Society of Milwaukee County, has commended WISN Milwaukee for its program "Know Your Druggist Better."

FOR SALE

MIDWEST

1 KW STATION

New Equipment. Serving population of 300,000. Facility now earning in excess of 20%, based on purchase price of $200,000.

Financial arrangements can be made. Write for Prospectus.

BROADCAST ENTERPRISES, Inc.
300 Investment Bldg.
Washington, D. C.

NATIONAL ACADEMY OF BROADCASTING, INC.

NAOB

STATION MANAGERS!

Trained personnel available for all phases of studio work.

G. I. students available for on-the-job training.

BROADCASTERS!

Brush up on your technique through resident or correspondence courses.

WOMEN!

Learn the lucrative field of public relations through radio. Train yourself for women's radio programs.

MEN!

Intensive 32-week course trains you for real jobs in acting, announcing, writing; producing.

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N. W.
Washington 10, D. C.

America's Pioneer Broadcasting School

CORRESPONDENCE COURSES OFFERED BEGINNERS AND PROFESSIONALS

G-I APPROVED

NATIONAL ACADEMY OF BROADCASTING. Dept. 111
3338—16th St., N.W.
Washington 10, D. C.

Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name .....

Address .....

City ..... State .....

FCC Actions

(*Continued from page 69*)

Applications Cont.:

Modification of CP

WDOS-FM Oneonta, N. Y.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KRLD-FM Dallas, Tex.—Mod. CP which authorized new FM station for extension of completion date.

WJLS-FM Beckley, W. Va.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WLIN Merrill, Wis.—Mod. CP which authorized new FM station to change type of station to Class B; frequency to Channel 238, 95.5 mc, specify type trans., change trans. site; ERP to 10.4 kw and ant. height above average terrain as 261.5 ft. AMENDED to change frequency from Channel 238, 95.5 mc to Channel 264, 100.7 mc.

TV—180-186 mc

Neptune Bcstg. Corp., Atlantic City, N. J.—CP new commercial television station on Channel 8, 180-186 mc; ERP vis. 1 kw, aur. 500 w unl.

TV—186-192 mc

New England Television Co. Inc., Buffalo, N. Y.—CP new commercial television station on Channel 9, 186-192 mc; ERP vis. 20 kw, aur. 10 kw and unl.

Transfer of Control

WOIC Washington, D. C.—Voluntary transfer of control of permittee corporation from L. Bamberger & Co. to R. H. Macy & Co. Inc.

WOR-TV New York—Same.

TV—180-186 mc

Philco Television Bcstg. Corp., Allentown-Bethlehem-Easton, Pa.—CP new commercial television station on Channel 8, 180-186 mc; ERP vis. 2.59 kw, aur. 1.60 kw and unl. AMENDED to change studio site.

Modification of CP

WCAU-TV Philadelphia—Mod. CP, as mod., which authorized new commercial television station for extension of completion date.

License Renewal

The A. S. Abel Co., Baltimore; applications for renewal of experimental television broadcast license filed for W3XMD, W3XMR.

TENDERED FOR FILING

Reinstate CP

R. A. Largen, R. M. McKay Sr., R. M. McKay Jr., J. M. McGrew and Revis Hobbs, partnership, d/b as Elk River Bcstrs., Fayetteville, Tenn.—Reinstatement of CP which authorized new standard station WEKR, 1240 kc 250 w unl.

Columbia Basin Bcstg. Co., Ephrata, Wash.—Reinstatement of CP which authorized new standard station KULE, 730 kc 1 kw D and mod. CP.

January 22 Applications . . .

ACCEPTED FOR FILING

AM—1220 kc

Hub City Bcstg. Co., Hattiesburg, Miss.—CP new standard station 1230 kc, 250 w unl. AMENDED to change frequency from 1230 to 1220 kc, hours from unl. to D.

AM—930 kc

WRRF Washington, N. C.—CP make changes in vertical ant. and mount FM ant. on AM tower.

Modification of CP

WKVM Arecibo, P. R.—Mod. CP as mod. which authorized change frequency, increase power, install new trans. DA-DN and change trans. and studio locations, to change power from 10 kw to 25 kw, make changes in trans. and DA, 1070 kc.

License for CP

KVAI Amarillo, Tex.—License to cover CP as mod. which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

AM—1390 kc

Ellis County Bcstg. Co., Waxahachie, Tex.—CP new standard station 730 kc 250 w D. AMENDED to change frequency from 730 to 1390 kc, change 250 w D to 1 kw D, install DA, change type trans. and change trans. location.

Modification of CP

WHBS-FM Huntsville, Ala.—Mod. CP which authorized new FM station for extension of completion date.

FM—98.3 mc

KAGH-FM Pasadena, Calif.—CP change studio location and transmitter site, ERP to 356 w, ant. height above average terrain to minus 529 ft.; make changes in ant.

Modification of CP

WJHP-FM Jacksonville, Fla.—Mod. CP as mod. which authorized new FM station for extension of completion date.

FM—102.7 mc

Metropolitan Radio Corp. of Chicago—CP new FM station (Class B) on Channel 274, 102.7 mc, ERP 34.5 kw. AMENDED to change trans. and studio locations, ERP to 20 kw, and make changes in ant.

Modification of CP

KBUR-FM Burlington, Iowa—Mod. CP which authorized new FM station for extension of completion date.

WDBQ Dubuque, Iowa—Same.

WJBK-FM Detroit, Mich.—Mod. CP as mod. which authorized new FM station to change name to Detroit Bcstg. Co.

KYSM-FM Mankato, Minn.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WMBH-FM Joplin, Mo.—Same.

WFPG-FM Atlantic City, N. J.—Mod. CP which authorized new FM station for extension of completion date.

License for CP

WHNY Hempstead, N. Y.—License to cover CP as mod. which authorized new FM station.

WLVA-FM Lynchburg, Va.—Same.

Modification of CP

WHIS-FM Bluefield, W. Va.—Mod. CP as mod. which authorized new FM station for extension of completion date.

W6XAO Don Lee Bcstg. System, Los Angeles—Mod. CP as mod. which authorized changes in facilities W6XAO, for extension of completion date.

W9XKY, The Journal Company, Milwaukee—Mod. CP as mod. which authorized new experimental station W9XKY for extension of completion date.

KECA-TV Los Angeles—Mod. CP as mod. which authorized new commercial television station for extension of completion date.

TV—174-180 mc

Texas Television Co., Houston, Tex.—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. and aur. 19.2 kw and unl.

License Renewal

KSMA Santa Maria, Calif.—License renewal.

William B. Still, tr/as Jamaica Radio Television Co., Long Island, N. Y.—Same for W2XJT.

FCC Box Score

FCC BOX SCORE of actions as of last Friday stands as follows: Standard stations—1,541 licensed, 430 construction permits, 265 applications in pending file, 365 applications in hearing; FM—86 licensed, 216 conditional grants, 784 CPs (of which 303 are on air under special temporary authority) 70 applications pending, 53 applications in hearing; television—seven licensed, 70 CPs (of which 11 are on air), 89 applications pending of which 37 are in hearing.

APPLICATION RETURNED

Modification of CP

WITA San Juan, P. R.—Mod. CP as mod. which authorized new standard station to change type trans. Returned Jan. 12, for signature. Also license to cover CP as mod. which authorized new standard station. Returned Jan. 12 for signature, type of trans.

TENDERED FOR FILING

AM—1240 kc

David Harold Wooldridge, Memphis, Tenn.—CP new standard station 1240 kc, 250 w unl.

Transfer of Control

WLBG Laurens, S. C.—Transfer of control of permittee corporation from L. C. Barksdale, H. D. Gray, L. G. Balle, W. C. Barksdale, E. D. Easterby, R. H. Roper, C. P. Roper to James C. Todd.

Hearings Before FCC . . .

JANUARY 26

AM—Further Hearing

WBAL Baltimore—Renewal of license.
Public Service Radio Corp., Baltimore—CP 1090 kc 50 kw unl.

AM—Hearing

WHLS Port Huron, Mich.—Renewal of license.

AM—Hearing

KGDM Stockton, Calif.—CP 1140 kc 10 kw unl. DA-N.
Sacramento Bcstrs. Inc., Chico, Calif.—CP 1150 kc 1 kw unl.

AM—Hearing

Seminole Bcstg. Co., Weweka, Okla.—CP 720 kc 250 w D.
Intervenor: KSEO Durant, Okla.

AM—Hearing

Surety Bcstg Co., Charlotte, N. C.—CP 930 kc 1 kw-N 5 kw-D, unl. DA-N.
Charlotte News Pub. Co., Charlotte, N. C.—CP 930 kc 250 w unl.

JANUARY 27

AM—Hearing

Erie Bcstg. Corp., Buffalo, N. Y.—CP 1230 kc 250 w unl.
To be held in Buffalo, Federal Court Room, Post Office Bldg.

AM—Hearing

Rochester Bcstg. Co., Rochester, Minn.—CP 970 kc 1 kw DA unl.
Party respondent: WHA Madison.

AM—Hearing

KOY Phoenix, Ariz.—CP 550 kc 1 kw-N 5 kw-D unl.

JANUARY 28

AM—Hearing

Blackhawk Bcstg. Co., Sterling, Ill.—CP 1240 kc 250 w unl.
WTAX Springfield, Ill.—CP 1240 kc 250 w unl.
Other participants: WSBC WIBU KBIZ WJBC KWOS KDEC KFMO WHBF.

AM—Hearing

All-Oklahoma Bcstg. Co., Tulsa, Okla.—CP 740 kc 25 kw-N 50 kw-D DA-2 unl.
Intervenor: KSEO Durant, Okla.

JANUARY 28-30

AM—Hearing

Niagara Bcstg. System, Niagara Falls, N. Y.—CP 1340 kc 250 w unl.
Great Lakes System Inc., Buffalo, N. Y.—CP 1340 kc 250 w unl.
Lockport Union-Sun and Journal Inc., Lockport, N. Y.—CP 1340 kc 250 w unl.
To be held at Buffalo, 1-28-48 in Federal Court Room, P. O. Bldg.; Niagara Falls, 1-29-48 in City Council Chambers; Lockport, 1-30-48 in Federal Court Room.

JANUARY 30

AM—Hearing

Foundation Co. of Washington, Washington, D. C.—CP 580 kc 5 kw unl. DA-DN.
Party respondent: WQQW Washington; WHP and WIAC, intervenors.

FM HEARINGS BEGIN FOR CALIF. LICENSES

THREE of nine applicants for eight Class A FM licenses in Southern California were heard in session which began Wednesday in Los Angeles. When hearings are resumed today (Monday) Centinela Valley Broadcasting Co., Inglewood, Calif., is scheduled to be heard. Hearings last Wednesday, Thursday and Friday involved applications of the School of Radio Arts, Beverly Hills; San Fernando Broadcasting Co., San Fernando, Calif., and William Haupt, Inglewood, Calif.

Other applicants to be heard are: Nichols and Warinner, Inc., Long Beach (KFOX); KOWL Inc., Santa Monica; Alhambra Broadcasters Inc., Alhambra; Angelus Broadcasting Co., Temple City, and Whittier Broadcasting Co., Whittier.

TV Asked

(*Continued from page 18*)

cester, Mass., and St. Louis and Kansas City [BROADCASTING, Jan. 19], proposes power of 20 kw visual and 10 kw aural at Buffalo. Cost is estimated at $192,000 with monthly operating expenses and revenue running $7,500 and $8,500 respectively.

Headed by Alfred DeMaris, Providence, R. I., bus firm operator, New England Television plans to invest more than a million dollars in initial construction of its seven outlets. Mr. DeMaris is president and owner of 128 of total 192 shares outstanding. Harold C. Arcaro, 20% owner of WRIB Providence, is vice president and holder of 40 shares. FCC last week also reported that the firm's request for Kansas City is for Channel 5 (76-82 mc) instead of previously announced Channel 4 (66-72 mc).

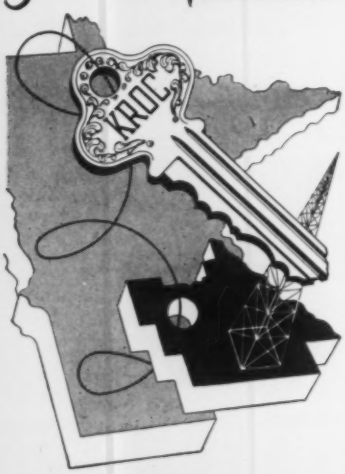
AM—Further hearing

WGBF Evansville, Ind.—CP 1280 kc 5 kw unl. DA-N.
WMRO Aurora, Ill.—Mod. license 1280 kc 100 w-N 250 w-D Unl.
Party respondent: WTCN Minneapolis.

EXTRA CALENDAR

Texas Star Bcstg. Co., Dallas, Tex.—CP 740 kc 10 kw unl. DA-N.
Intervenor: KSEO Durant, Okla.

THE KEY TO
Southern Minnesota



THE TRIPLE MARKET

★ **350,000 INTERNATIONAL** visitors spend $16,800,000.00 every year.

★ **34,000 METROPOLITAN** consumers spend $190,324,000.00 annually.

★ **87,200 RURAL** consumers in the primary coverage area have a buying income of $118,631,000.00.

RESULT: $386,622,000.00 Effective Buying Income in KROC's Triple Market

EVERYONE DIALS TO **KROC** NBC Minn. Network N. W. Network

Southern Minnesota's Oldest Radio Station
Established 1935

IN ROCHESTER, MINNESOTA

Nationally represented by the John E. Pearson Co.

WBTM
DANVILLE, VIRGINIA
*The Voice of the Rich Piedmont Region**
Now 5000 Watts
1000 Night
PHONE SANDY GUYER
DANVILLE 2350
* *Hooper Station Listening index, Fall, 1947 shows WBTM the outstanding favorite, as it has been for 17 years.*
American Broadcasting Company
GEORGE P. HOLLINGBERY CO.
National Representatives

FCC Gets AT&T Rates

(Continued from page 17)

to the maximum limits set forth in the monthly rate schedules.

The monthly rates are as follows:

Ten dollars a month per airline mile for 16 consecutive hours daily, plus 20 cents a mile daily for each additional consecutive hour.

Station connection charges on a monthly basis are $150, with the following charges for additional consecutive hours: For the first additional consecutive hour the monthly charge is $25, with a charge of $25 for the next two consecutive hours, and the same charges for the remaining 5 hours of the day, when taken consecutively.

The 15-kc transmission charge for occasional service compares as follows with the 5,000-cycle channel—for 15 kc the rate is 28 cents per airline mile, and for 5 kc the charge is 15 cents per mile.

Rates announced were slightly lower on part-time basis than had been previously quoted to Everett M. Dillard, president of Continental Network (FM). Formerly, AT&T had estimated an approximate 30c an hour per airline mile charge, as compared with the present 28c figure.

Bailey Calls Rates High

John N. (Bill) Bailey, executive director of FMA, said Thursday that the executive board of the association had not yet had an opportunity to study the new rates and make a formal appraisal, but declared that in his own opinion, "the rates are exceedingly high as compared with AM rates."

No mention of TV rates, once filed and withdrawn [BROADCASTING, June 9, 1947], was made by AT&T officials, other than to say that the matter was being held "in abeyance."

FM broadcasters had petitioned FCC for equalization of FM and TV treatment by AT&T, charging that the present free video service, given on an experimental basis, was granting TV an unwarranted advantage over FM in network development. At the Commission's informal hearing, AT&T officials and FMA representatives examined the problems of inter-city FM transmission, and both groups came to a clearer understanding of these issues.

AT&T officials made it clear at the conference that they had "no intention of putting FM out of business," but held that television is in its experimental stages, while FM transmission is not, and therefore is not entitled to free service.

AFRA Will Defer Its Wage Increase Demands

THE AMERICAN Federation of Radio Artists (AFL) will defer its request for pay increases based on the government's cost-of-living index, it was disclosed last week by George Heller, AFRA's executive secretary.

The reason, Mr. Heller said, was that the November index reported by the Bureau of Labor Statistics fell two points short of the 10-point rise over 1946 agreed upon by AFRA and the networks as sufficient cause for reopening salary negotiations.

If the December 1947 index is at least 10 points higher than that of December 1946, AFRA is free to negotiate with the networks on salary. There was no indication from the union that the point would be pressed in such an eventuality, however.

Kilgore Part Owner

H. SCOTT KILGORE, director of Plymouth County Broadcasting Co. which received denial in Brockton, Mass., 1450 kc competition, is not licensee of WKBR Manchester, N. H., as incorrectly identified in BROADCASTING, Jan. 19. He is vice president and 28% owner of Granite State Broadcasting Co., WKBR licensee corporation. Other officers are William J. Barkley, president, and William F. Rust Jr., secretary-treasurer. Each owns 36%.

Feature

(Continued from page 10)

cast every Sunday at 5:30 p.m. over WCKY, narrated by Nelson King, and announced by Felix Adams Jr. The programs are written and produced by Bob Fleming for the J. & F. Schroth Packing Co., Cincinnati.

Subjects already recorded include Fountain Square, the U. of Cincinnati, the Cincinnati Fire Dept., Police Dept., the old Highland House and the Ohio River. Additional stories are to be released to the library as they are broadcast.

INSURE YOUR INCREASE IN POWER WITH TRYLON TOWERS

TAKE the number of towers in your directional array. Multiply by the price of a Trylon guyed vertical radiator —and it won't require higher mathematics to prove that the installed price of your system will be a whale of a lot lower with Trylon.

What's more, Trylon Ladder Towers are fully proved and safety-tested in dozens of installations for leading stations. Their lower price results solely from the fact that each Trylon Tower is completely processed in our own plant —then installed with base, anchored, painted and lighted to CAA specifications by Trylon crews. The quoted tower cost is your final cost. Trylon Ladder Towers incorporate unique construction features, meet all safety specifications, assure maximum radiation and are outstandingly durable for maximum efficiency and economy throughout the years. Write for Catalog B and list of satisfied users in your territory. Let Trylon engineers quote on your next tower job!

Guyed Towers—F-M and Television Antenna Supports—
Amateur Radio Towers of All Types, Micro-wave
Relay Towers

TRYLON TOWERS

Trylon Tower Division, WIND TURBINE COMPANY, West Chester, Pa.

Lemke to Demand Return of 50-mc Band And Retention of 100-mc Band for FM

DEMAND that the 50-mc band be assigned to FM will be renewed by Rep. William Lemke (R-N. D.) in hearings before the House Interstate & Foreign Commerce Committee beginning Feb. 3 [BROADCASTING, Feb. 3, July 7, 1947].

Whereas Mr. Lemke's original proposal (H.J. Res. 78) called for a transfer of FM from the 100-mc back to the 50-mc band, the Congressman told BROADCASTING he had definitely decided to ask for the 50-mc frequencies in addition to the 100-mc band now in use, so as not to interfere with financial investments already made.

The North Dakota Republican declared that farmers and rural people want FM and are deprived of it under the present set-up. His resolution, he said, would give farmers an opportunity to enjoy the benefits of FM broadcasting.

Mr. Lemke said he intends to prove to the committee the desirability of his proposal by introducing the testimony of expert technicians.

The veteran congressman argued last summer that FCC had made the transfer from the original assignment against an "overwhelming weight of evidence." He now contends further that the band was taken away on "erroneous testimony."

Mr. Lemke is known to be a long-standing critic of radio and is expected to take advantage of this appearance for expression of his views on radio's program fare.

He has maintained that the public is bombarded with "slush programs" and that radio is "debauching the youth of the nation." Last week he reiterated his old warning that if radio doesn't clean its own house, Congress will.

One good reason for the "poor quality" of radio programs, he said, are the "monopolies" which control radio and "it's time we exposed them."

TV Aids N. Y. Vets

NEW YORK STATE is using television to help its World War II veterans collect their state bonuses. Animated one-minute trailers, produced by the motion picture unit and radio bureau of the New York State Department of Commerce, in cooperation with the state bonus bureau, are being broadcast by all of the state's video stations, WABD, WCBS-TV and WNBT New York and WRGB Schenectady.

Lake Erie Region TV Channels Shifted To Eliminate Interference to Canada

REALIGNMENT of certain television channels in the Cleveland-Akron-Canton-Buffalo areas to honor tentative Canadian allocations was outlined by FCC last week in a notice of proposed amendment of its rules.

Reporting that tentative agreements have been reached with Canada respecting television outlets within 250 miles of the border, the Commission announced that it proposes to:

Reassign Channel 9 (186-192 mc) from Cleveland to Canton, Ohio.
Assign Channel 7 (174-180 mc) to Akron.
Switch Channel 11 (198-204 mc) from Akron to Cleveland.
Withdraw Channel 13 (210-216 mc) from Buffalo, reducing available facilities there from four to three.
Modify the construction permit heretofore granted Empire Coil Co. for Channel 9 at Cleveland to substitute Channel 11.
Consider the pending Akron applications as requests for Channel 7 instead of 11.

Conservations concerning the bilateral agreements to prevent undue international video interference have been underway for about two years, an FCC spokesman indicated. Only during the past few weeks have tentative agreements been reached, however.

Feb. 27 Filing Date

Exceptions to the proposed changes, involving Sec. 3.606 of the FCC's rules, must be filed by Feb. 27 the Commission announced. It was stated that all comments would be considered and oral argument scheduled if necessary before a final decision is reached.

While Buffalo loses a video channel in the proposed reshuffle, the other cities involved retain an equal number. Buffalo's count after the change would be Channels 4 (66-72 mc), 7 and 9. Cleveland, giving up Channel 9 for 11, keeps Channels 2 (54-60 mc), 4, 5 (76-82 mc) and 7. Akron exchanges Channel 11 for 7 and Canton acquires Channel 9. Canton had been assigned Channel 1, possible disposition of which to other services is under consideration by FCC [BROADCASTING].

Canada's tentative allocation, now understood to be quite complete, designates Channel 9 to Windsor, Ont., and Channel 13 to St. Catherines, Ont.

Other television CPs outstanding in Cleveland are held by NBC (WTAM) for WNBK, Channel 4, and Scripps-Howard Radio Inc. for WEWS, Channel 5 (now operating). Applications pending include Allen B. DuMont Labs. Inc., Channel 2; United Broadcasting Co. (WHK), Channel 7, and The WGAR Broadcasting Co. (WGAR), Channel 7.

WBEN Inc. (WBEN) holds CP for Channel 4 for WBEN-TV in Buffalo. Applications there include: New England Television Co., Channel 9, and Buffalo Courier-Express Inc., Channel 7. Akron's single facility is sought by both Allen T. Simmons (WADC) and Summit Radio Corp. (WAKR). The Brush-Moore newspaper group through its WHBC Canton seeks the TV facility in that city.

ASCAP Meeting

ASCAP will hold its western semi-annual meeting Feb. 25 at Beverly Hills Hotel, presided over by Deems Taylor, president. In accordance with organization's by-laws, western meeting precedes eastern session by 30 days.

Baptists Plan FM Network in Texas

Six Affiliated Organizations File FCC Applications

PLANS for a state-wide network of commercial FM stations in Texas, to be operated by various organizations of the Baptist Church, have been disclosed with acceptance for filing by FCC of six applications for new station facilities. KMHB Belton, Mary Hardin Baylor College FM station is to be affiliated in the operation.

Rev. R. Alton Reed, chairman of the radio department of the Baptist General Convention in Texas, Jan. 16 was reported by the Dallas *News* to have confirmed the plans for the project. Headquarters for the long-range program would be in Dallas, it was said. The Convention over a year ago appropriated $175,000 to hire personnel and pay other operating costs in the development of such a network.

Class B Applicants

Applications seeking Class B stations with frequency unassigned and effective radiated power of 2.89 kw have been filed by The Southwestern Baptist Theological Seminary, Fort Worth; First Baptist Church of Beaumont; Ruckner Orphans Home, Dallas; San Antonio Baptist Assn., composed of Baptist churches in that city; Wayland Baptist College, Plainview, and Howard Payne College, Brownwood.

KMHB, under construction, is assigned Channel 246 (97.1 mc) with 2.9 kw ERP.

Dr. J. M. Dawson, executive secretary of all sections of the Baptist Church in this country, was reported by the Dallas *News* to have said the objective of the church is trying to set up such a network to bring wholesome programs into the home, with emphasis on the moral and religious aspects.

Although the number of such stations which a single group may operate is limited by FCC rules to six, it was indicated independent outlets sponsored by benevolent inclined individuals may be added as affiliates.

KOAM FM TV

PIONEERING IN KANSAS CITY
SINCE 1942
—
NOW AN ESTABLISHED CLAIM ON THE KANSAS CITY MARKET
—
O. R. WRIGHT
SALES MGR.
PORTER BLDG., K. C., MO.
E. L. DILLARD, GEN. MGR.

YOU HAVEN'T FOUND IT?
Ask GATES *About It!*

A large line of components for broadcast equipment; anything you need,—is available *now*. Just let us know what you need.

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RELAYS	CONNECTORS
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Any Component For Broadcast Equipment In Stock

Orders Filled Same Day Received

GATES

GATES RADIO COMPANY
Quincy, Illinois

Broadcasters in Georgia Turn Out En Masse for GAB Session

MORE THAN 50 of Georgia's 65 AM stations were represented at the winter meeting of the Georgia Assn. of Broadcasters, held at Sheraton Bon Air Hotel in Augusta Jan. 19 and 20. In attendance were 137 station managers and owners and representatives of transcription and equipment firms, said to be an all-time high for GAB.

Allen M. Woodall of WDAK Columbus, president of the GAB, announced that 56 stations are now members of the association and that a determined effort would be made to sign the other nine outlets to obtain 100% membership.

Monday afternoon's session was devoted to messages from Hugh Feltis of Broadcast Measurement Bureau, and Dorsey Owings of Broadcast Music Inc.

Mr. Feltis outlined plans for the next BMB nationwide survey, and also gave details on the BMB interim survey, scheduled for March of this year. Mr. Owings urged Georgia stations to use more BMI music.

Festivities Monday

The four stations in Augusta—WRDW WTNT WGAC and WBBQ—were hosts at a cocktail party and banquet Monday night.

Tuesday's session was highlighted by an address by J. Allen Brown of NAB Broadcast Advertising Dept. He discussed "Radio's Outlook for 1948," stressing importance of station's selling new accounts and opening new sources of revenue in face of more competitive selling against an ever-increasing number of stations and aggressive newspaper space salesmen.

Following Mr. Brown's address, Marcus Bartlett of WSB gave a report on plans for the third Radio Institute, to be held April 6 and 7 at the U. of Georgia in Athens. Institute is sponsored by GAB.

An invitation to hold next meeting of the association in Rome, Ga., was extended by the three Rome stations, and representatives of the Rome city government and Chamber of Commerce. The "invitation" was presented in the form of a transcription, and was turned over to the GAB executive committee.

Three AM Outlets Get Authorizations

Quincy Grantee to Have 1230 kc When WIL Shifts Frequency

THREE NEW standard stations —two fulltime and one daytime only—were announced last Monday by FCC. They had been authorized Jan. 16.

The Commission also disclosed that on the same date it adopted an order making final its proposed decision of Jan. 8 to grant WIL St. Louis switch from 250 w on 1230 kc to 5 kw on 1430 kc, fulltime, directional [BROADCASTING, Jan. 12]. Denial was issued Metropolitan Broadcasting Corp., Belleville, Ill., seeking 1 kw fulltime on 1430 kc, directional. Metropolitan Broadcasting waived objections to the proposed finding.

Of the new grants, one was for the relinquished WIL facilities—Illmo Broadcasting Corp., Quincy, Ill. Grantee, headed by S. Parker Gates, head of Gates Radio Co., is not to begin operation on 1230 kc, 250 w fulltime, until WIL goes to 1430 kc.

Texoma Broadcasting Co., Wichita Falls, Tex., received a construction permit for 1 kw fulltime on 1290 kc, directional night, and Southland Broadcasting Co., Shreveport, La., was granted 5 kw daytime on 980 kc. Texoma is chiefly owned by Houston Harte and M. Bernard Hanks, Texas broadcasters.

Illmo Broadcasting also must file application for modification of its permit to specify transmitter site and suitable antenna system. The Texoma grant is conditional in that applicant must specify new engineering data. Engineering conditions also attend grant to Southland Broadcasting.

Ownership of new grantees:

Illmo Broadcasting Co.—Principals: S. Parker Gates, chief owner, Gates Radio Co., president and 62% owner; Francis Wentura, Gates production superintendent, 37.5%, and Harold Lewis, attorney, 0.5%.

Texoma Broadcasting Co.—Principals: Walter D Cline, Wichita Falls oil producer and businessman, president and 15%; Houston Harte, minority stockholder and officer in following Texas stations—KGKL San Antonio (33.25%), KBST Big Spring (30%), KPLT Paris (24.72%), KRIS Corpus Christi (12.5%), vice president 40%; M. Bernard Hanks, 59% owner KRBC Abeline and also KBST (30%), KRIS (12.5%), and KPLT (24.7%), secretary-treasurer 40%, and A. Boyd Kelley, KPLT manager, 5%.

Southern Broadcasting Co. — Principals: Joe Darsky, president and stockholder of Golden Age Beverage Co., Houston, Tex., Youngstown and Akron, Ohio, president and 51%; Billy B. Goldberg, Houston attorney, vice president 14%; Lester Kamin, owner Kamin Adv. Co., Houston, secretary-treasurer 20%; Pat Coon, Dallas attorney, 15%.

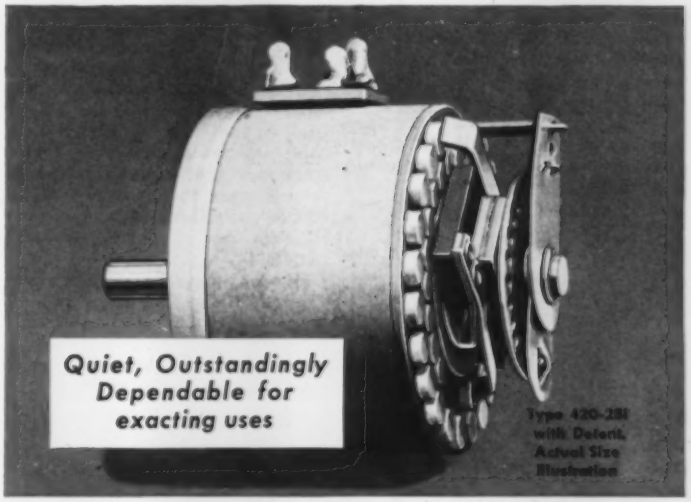
FRIENDS IN NEED!

WAIR has friends by the thousands throughout this rich, responsive market —and all of them are constantly in need of food, cosmetics, medicine automobiles—any and everything human beings require to keep alive, keep well dressed, keep beautiful.

WAIR

Winston-Salem, North Carolina
Representative: The Walker Company

Shallcross



announces the 420-OBO series of bridged "T" ATTENUATORS

CHECK THESE IMPORTANT SPECIFICATIONS

ELECTRICAL CHARACTERISTICS —

Circuit — Bridged T

Attenuation — 1, 2, 3 db/step (odd values available on special order)

Number of steps — 20

Attenuation Characteristic—Available in linear, linear with off position or tapered on last 5 steps to off.

Impedance — 30, 60, 150, 200, 250, 500, 600 ohms, in or out. Other values on special order.

Insertion loss — Zero.

Resistors — All wound with low temperatures coefficient wire.

MECHANICAL CHARACTERISTICS —

Diameter — 2⅛"

Back of panel depth — 2" (with detent 2 5/16")

Mounting — Two 6-32 or 8-32 screws on 1½" centers

Shaft Length — 15/16"

Contact Spacing — 15°

Good things continue to come in small packages! If you're looking for a small attenuator of highest quality—if you want all the quality features normally found in large units but still must save space—Shallcross has the answer.

Measuring only 2⅛" in diameter, the new 420-OBO Series Bridged T Attenuators are destined to satisfy many important requirements for speech input engineers. The various characteristics available make these new units ideal for use as mixer or master gain controls. In addition to compact construction and the wide variation of ranges and tapers available to your specifications, consider these typical Shallcross quality features:

1. **Attenuation characteristic essentially flat from 30 to 15,000 cycles.**
2. **Attenuation in "off" position 100 db or better.**
3. **All resistors non-inductively wound and sealed against moisture and shock.**

A New Shallcross Cueing Attenuator

Any standard Shallcross ladder, bridged E, or straight E attenuator may be equipped for cueing action without any increase in the diameter of the unit. With it, the operator can listen for cue and transfer a program from cueing amplifier to the transmitter smoothly and efficiently merely by turning up the volume instead of reaching for a separate switch. Write for complete details.

Write for Attenuator Quotation Specification Sheet

SHALLCROSS MANUFACTURING COMPANY
Dept. B-18, Collingdale, Pa.

Coy, Sterling

(*Continued from page 14*)

lation to queries about the reassignment of FM from around 50 mc to its present 88-108 mc spot, which Sen. Tobey claimed had been done on the basis of engineering testimony which has since been proven erroneous. Both men affirmed their faith in FM, Mr. Coy taking the view that it eventually will replace AM and reminding that he has taken the position, and still does, that FM should have more channels.

Sen. Tobey asserted that the "one man" on whose testimony the FM shift was based was K. A. Norton, now of the Bureau of Standards; that Mr. Norton has "admitted he made an error," and that Prof. Edwin H. Armstrong, FM inventor and one of the most outspoken advocates of low-band FM, has testified that the error was found in early 1945 but that a secret report admitting the mistake had been altered. Prof. Armstrong is a close friend and summer New Hampshire neighbor of Sen. Tobey.

To Sen. Tobey's query about how he would prevent a recurrence, Mr. Coy responded that information should be "available to the public at all times."

Sen. Tobey asked how it was possible to justify the allocation of television, "a service extremely vulnerable to interference," into the area FM was forced to vacate on interference grounds.

Mr. Coy said he understood that the present television allocation was "temporary only" and that it probably would be changed in the future. Mr. Sterling, called upon to justify the reallocation of FM, pointed out that high sunspot activity recently caused an FM station in the U. S. to interfere with television in London, and insisted that "in the long run, I'm convinced that the present FM allocation will bring the least interference and the highest fidelity possible."

He told Sen. Tobey that if, as a Commissioner, he discovered that a document had been altered, he would demand an investigation and press charges against the person responsible. He disagreed that FM was reallocated solely on Mr. Norton's testimony but agreed that that was a factor.

Serve Full Term

Sen. Tobey, asserting that former Chairman Charles R. Denny failed to serve out his term after indicating that he would, secured a pledge from Mr. Coy that, if confirmed, he would remain at his post until the term expires June 30, 1951.

Chairman Coy said that he felt the Commission, which Sen. Tobey described as having had a "varied" and "in some respects a checkered career," would be aided by frequent meetings with the Commerce Committee and that he would be "happy" to provide detailed "reviews" quarterly. He offered the suggestion after Sen. Tobey, discussing charges that some chairmen have sought to dominate the Commission, said he felt that in any event the committee should be consulted on FCC problems.

Asks Super-Power Views

Sen. Tobey pressed him for his views on power above 50 kw, but he insisted that the question was involved in the pending clear-channel case and that therefore he ought not to discuss it.

To further questions from the New Hampshire Senator, Mr. Coy said he had talked "casually" with former FCC Chairmen Denny and Paul A. Porter about his new post. Asked whether they had put "any injunction on you," he replied: "None whatever."

Sen. Owen Brewster (R-Me.) said he had heard comments that Mr. Coy, federal administrator under the Roosevelt administration, might "control" political broadcast time. Mr. Coy replied that he had heard the same comments "and have wondered how I was going to do it." He pointed out the political-time requirements are specified in the Communications Act and that FCC has no control over the matter other than to enforce the law, which, he agreed, would include hearing complaints.

Asked for his views on editorializing by stations, he said only that the question was set for hearing and that a large number of witnesses are slated to present their views.

FRENCH RADIO. American Plan, was the topic at a luncheon at the French Embassy in Washington last Thursday, at which Ambassador Henri Bonnet was host. With M. Bonnet are (left) Robert Lange, director of North American broadcasting of Radiodiffusion Francaise, and (right) NAB President Justin Miller. Among those at the luncheon were John S. Hayes, executive vice president of WINX and wartime Army head of American radio in Paris; Maurice B. Mitchell, WTOP general manager; M. Robert Rogers, vice president of WQQW, and Larry Carl, WASH-FM.

Disclaims Association

Sen. Tobey said an absent committeeman had relayed a query on whether Mr. Coy had any connection with the Southern Conference for Human Welfare. Mr. Coy told him there was no association except that he had once attended a dinner given by the Conference in honor of Supreme Court Justice Hugo Black.

Sen. Brien McMahon (D-Conn.) raised the question of increased rates for political broadcasts and Sen. Tobey questioned him on what FCC could do "about daytime serials," getting the response that if anything is done, the authority will have to come from Congress.

When Sen. E. H. Moore (R-Okla.) said he had heard that FCC chairmen sometimes dictated Commission appointments, Sen. Brewster said he was aware that chairmen consulted with the President on appointments and that perhaps it was done in the interest of efficient administration. Obviously referring to his own unsuccessful support of Miss Marion Martin, Republican national committeewoman for an FCC appointment [BROADCASTING, Jan. 13, 1947], he said the whole subject came to his attention "when we had an instance where the chairman didn't want a lady on the Commission," and that he thought at the time that it was "going a little too far."

Committee members present for the session included Sens. Tobey, Reed, Brewster, Moore, McMahon, and Ernest W. McFarland (D-Ariz.). Sen. White, chairman of the Committee, was still at Bethesda (Md.) Naval Hospital late last week, suffering from a stomach disorder. In his absence, Sen. Tobey was expected to issue the call for the next committee meeting.

Forrestal to Call Censorship Parley

REPRESENTATIVES of radio and other communications media will be called to a "secrecy seminar" with Secretary of Defense James V. Forrestal within "two or three weeks" to discuss the possibility of setting up a clearinghouse to advise media on the secrecy or non-secrecy of various national defense projects [BROADCASTING, Jan. 19].

Capt. Robert Berry, assistant to Secretary Forrestal, disclosed plans for the meeting last week, but declared that establishment of such an advisory group would depend upon the wishes of the media representatives. It was estimated that some 18 representatives of radio, newspapers, magazines and motion pictures would be invited to the seminar, though the list was not complete.

Defense Department spokesmen said they had received numerous complaints that information has been revealed with respect to projects classified as secret, and that there was no single office to which radio, news and other media might go to determine whether or not a given subject was in the classified category.

Airmark of Distinction

The old Cowbell, for over 25 years, has been the signal to the Good Folks of Texas that their kind of program is On the Air.

WBAP

THE STAR-TELEGRAM STATION

SINCE 1922

ABC NBC

FORT WORTH, TEXAS

570 kc. 5,000 Watts | 820 kc. 50,000 Watts

FREE & PETERS INC. National Representatives

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Caley Calls NAB District 9 Meeting for Code Discussion

SECOND of three meetings called by NAB directors for discussion of the proposed new Standards of Practice will be held Feb. 12-13 at the Palmer House, Chicago. Meeting was called by Charles C. Caley, WMBD Peoria, director of District 9 (Ill., Wis. in part).

First meeting was held last Wednesday in Boston on call of Harold E. Fellows, WEEI Boston, director for District 1 (New England) and active in the original code-writing committee as well as the board's own code subcommittee.

Hugh B. Terry, KLZ Denver, director for District 14 (Col., Mont., Idaho, Utah, Wyo., S. D.), is understood to be planning a similar meeting in March, desiring to sound sentiment of his district prior to the Los Angeles convention. The NAB board is expected to adopt a final proposed set of standards at its Feb. 24-26 meeting in Hot Springs, Va.

These three meetings have no connection with NAB's regular district-area sessions, which shift this year from winter-spring to summer-fall because of new by-laws and the policy of holding spring conventions for the entire membership.

Director Caley's Chicago meeting will be run on a format resembling regular district conventions. The opening day will be devoted to discussion of the proposed standards, luncheon with advertising and agency representatives, afternoon discussion with them, and separate discussion to conclude the agenda.

The second day will open with a morning discussion of music problems followed by noon luncheon with agency and advertising representatives. A BMB workshop is planned in the afternoon, followed by discussion of broadcast sales and resolutions.

'Fifth Network'

(Continued from page 15)

filiates would get "three times their clock hour income" that they can receive from existing networks.

Other promises made by Mr. Titus were that soap operas and crime shows would be at least a half hour apart; that there would be no middle commercials in quarter-hour programs; that the major part of the program dollar will be invested in big budget daytime shows comparable to other network nighttime and Sunday programming; that the network, not advertisers, will control the building of programs, that five hours of "good music" and additional programs "not suitable for sponsorship" will be scheduled daily.

Mr. Titus said that many of the programs would be offered for co-op sponsorship. Sales offices also are planned for Atlanta and Dallas for programs and spots, in addition to those in other key centers.

RWG PREPARES SCALE OFFER TO AGENCIES

THE RADIO Writers Guild will seek the same salary scales from advertising agencies for commercial shows as those now in effect between the union and the major networks, according to Roy Langham, the Guild's national executive secretary.

The overall contract probably will be very similar to the network pact, Mr. Langham said in New York last week, with these two important differences: The union is not seeking a guild shop sanction from the agencies at this time, on the grounds that since an NLRB election is required too much delay would result; the RWG is not willing to share with the agencies, as it does with the networks, income from subsidiary rights to material written by its members.

A second negotiating session is to be held in New York Feb. 3, Mr. Langham said.

Ford and GF to Sponsor 5 Track Meet Telecasts

FORD MOTOR CO., Dearborn, Mich., and General Foods Corp., New York, will sponsor telecasts of five track meets from Madison Square Garden on five Saturday evenings over WCBS-TV New York, starting Jan. 31.

Ford will sponsor the Millrose games, Jan. 31; N.Y.A.C., Feb. 14; I.C.A.A.A., Feb. 28. General Foods will sponsor the national A.A.U. on Feb. 21 and the Knights of Columbus event March 6. Both schedules are part of these companies' overall sponsorship of sports telecasts on WCBS-TV.

Ford agency is J. Walter Thompson Co., New York. Agency for Maxwell House Coffee, which is advertised on the GF telecasts, is Benton & Bowles, New York.

CHNS
HALIFAX NOVA SCOTIA
IN TWENTY YEARS, PIONEER TO LEADER; FROM 1000 WATTS TO 5000 WATTS—NOW!
JOS. WEED & CO.
350 Madison Ave., New York
Know What We Can Do
ASK HIM

Satisfaction is the Key to Lingo Progress

"...thanks again for your 'on schedule' service..."

"...I want to tell you that it's a swell job ... It was a pleasure working with your crew. ..."

—Paul M. Breining
Manager
Station WBPZ
Lock Haven, Pa.

LINGO
Vertical Tubular Steel
RADIATORS

For delivery "on schedule" and complete satisfaction depend on Lingo's 6 exclusive features:

1. Moderate initial cost
2. Optimum performance
3. Low maintenance cost
4. 5 years insurance
5. 50 years experience
6. Single responsibility

GET FREE ENGINEERING HELP

Write today for help on such pertinent problems as proper radiator height, ground systems, etc. (Indicate location, power proposed frequency.)

JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, N. J.

NAB Enumerates White Bill Faults

Main Opposition Centers On Program Revisions Of Revised Measure

THE REVISION of the White Bill to amend the Communications Act (S-1333) has dissipated virtually all of NAB's opposition to the measure as it was originally written, save for the sections limiting licensees' authority over their own programming.

As previously predicted [BROADCASTING, Jan. 12, 19], NAB's formal expression of its views follows generally the attitude taken by the four major networks, thus centering the main body of industry opposition against the program provisions—particularly the "censorship" section, which would empower FCC to consider a station's programming when passing on its license-renewal application.

NAB comments were outlined in a letter sent by President Justin Miller to Sen. Wallace H. White Jr., author of the bill and chairman of the Senate Interstate & Foreign Commerce Committee and its radio subcommittee, which are considering the measure. Sen. White had asked for the association's views and those of the networks, all of which already have responded, when he revealed the redraft early in December.

Like NBC and ABC, the NAB suggested that the salary of FCC Commissioners be boosted from the present $10,000 and the proposed $12,500 to a new figure of $15,000 a year. With ABC, it opposed the measure's proposed limitations on the employment of Commissioners and professional employes after they leave the Commission, reasoning that this subject could best be treated by legislation applicable to all agencies.

President Miller, explaining that NAB's views were formulated in a meeting of representatives of individual broadcasters and the major networks, reiterated in detail the association's opposition to the proposed expansion of the highly controverted "censorship" section of the Act (Sec. 326). Expressing hope for "a resolution of our differences," he told Sen. White:

Although the apparent theory of the revision is that the Commission would act only after the fact and with regard to the so-called "overall" programming policy of a licensee, we know from practical experience that the Commission has acted, and will continue to act, before the fact and with respect to specific programs unless this type of supervisory power is denied to it.

He referred to the condemnation handed portions of the Blue Book by the Court of Appeals for the District of Columbia in the WBAL Baltimore case [BROADCASTING, Jan. 19; also see story, page 20], and continued:

Entirely apart from the prohibition of the First Amendment — although clearly germane to its underlying philosophy—is the fact that no small group of men in Washington—charged with the onerous duties of regulating a vast communications system in international and interstate commerce—can possibly preside, wisely or even intelligently, over the tastes and needs of the American people in the fields of information, education and entertainment.

Scattered throughout the country in almost every community of substantial size are the operators of broadcasting stations, who like newspaper editors, live among the people of these communities and know, from first-hand experience, their needs, their preferences, their ways of life. If we preserve in them, and in the intelligent exercise of their discretion, the power to determine the proper character of programs, and what best serves the public interest, convenience and necessity—if we preserve in them the power to experiment widely with various forms of information, art, literature and drama, we can preserve the standards of education, information, and aesthetics which have made Americans the best informed and most resourceful people in the world.

In contrast, no better method could be devised for forcing our thinking into stereotyped channels, and destroying the initiative and imagination which have made us great, than to permit an extension and legalization of the present process of intellectual intimidation, by a little group of men in Washington, whose real and only duty is the regulation of commerce. The proposed revision of Sec. 326 would not only continue the unlawful process, but would legalize it for the future.

President Miller said the same point "is even more apparent and vital" with respect to the proposed new section on political broadcasts. He recommended that this section (new Sec. 315), which also deals with discussions of controversial issues, be eliminated. He recognizes that stations should provide "equal opportunity" for both sides "as a matter of good practice, under self-administered standards," but asserted that networks and stations already are doing so.

For the same reason NAB opposed the proposed section (330) on the identification of editorial and interpretive comment, asking that at least its requirements be eased by removing "ambiguous and unworkable" provisions.

The new proposed Sec. 333 on "Indecent Language; False Statements" would be unnecessary if the censorship sections were retained as in the present law, NAB observed.

Like NBC, the NAB felt that the original bill's prohibition against FCC interference in station business practices should be retained, not dropped as the revised measure indicated.

NAB urged appointment of the FCC chairman by the President, not rotation of the office, and said that FCC should be given power to delegate authority to its divisions or panels, without the necessity of full Commission review of their actions.

Open Mike

(*Continued from page 66*)

this yet un-measured means of mass communication to fall into the hands of despots, politicians, and even war mongers if you please, to further their own selfish motives and ambitions. We submit that editorializing as such has no place in voice radio broadcasting.

Lee Hollingsworth
President
Elizabeth Hollingsworth
Secretary-Treasurer
WKBS Oyster Bay, N. Y.

Set Sales, Petrillo

(*Continued from page 15*)

cago sessions, Bond Geddes, RMA executive vice president, gave the group a resume of his recent Washington testimony before the House Education and Labor Committee in which he scored the AFM's "monopolistic restrictions on music" and charged that the union's record ban "would be of tremendous damage to our industry."

James Burke, chairman of the Export Committee, discussed export prospects for 1948, pointing out that exports to Europe will be licensed March 1 (on radio equipment) and that a necessity prevailed for better quality merchandise.

Speaker also during RMA sessions was George Donnelly of the general production office of International Trade, U. S. Commerce Dept. He disclosed that despite curbs and restrictions U. S. exports of receivers, component parts, accessories, etc. the first 11 months of last year totalled $82,566,665—twice that of any other 11-month period. He expressed confidence that 1948 would be a good export year. He cautioned, however, that the "foreign market was more brand conscious."

RMA board also turned down a proposal for a spot survey of set component figures by dealers as being "a good idea" but "too expensive."

The board is scheduled to meet with the Canadian RMA group in Toronto April 8-9.

WBAL

(*Continued from page 20*)

unfavorable conclusion as to [WBAL's] operation was unjustifiable."

The petition for retraction and motion for continuance of the hearing were filed by William J. Dempsey of the Washington law firm of Dempsey & Koplovitz, and Thomas P. Littlepage of Littlepage & Littlepage, also of Washington.

WBAL contends that the Blue Book distorted the facts of WBAL's past operation and that because of it Messrs. Pearson and Allen filed for WBAL's facilities. The station argues that without the Blue Book's references WBAL would have been granted renewal without hearing. The comparative hearing of the two applications was started early in November and unless FCC acts in the meantime on WBAL's motion for continuance, was slated to be resumed today (Monday).

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PETRILLO'S WISHFUL THINKING

Judge Miller Answers Claim by Union's Counsel That Lea Act Is Dead

CLAIM of an attorney for James C. Petrillo (Dan D. Carmell) that "the Lea Act is dead" is "wishful thinking," NAB President Justin Miller declared last Wednesday in a sharp answer to the gloating comment of the AFM president's counsel after the acquittal verdict in U. S. District Court, Chicago [BROADCASTING, Jan. 19].

Judge Miller said the law is still very much alive, and predicted "we will hear the singing of quite a different tune" when an experienced prosecutor goes to work upon another case whose facts bring it within the meaning of the Lea Act."

The statement follows:

I have read with interest, and some amusement, the claim attributed to an attorney for James C. Petrillo, subsequent to the latter's exoneration on a charge of violating the Lea Act, that "the Lea Act is dead." The childish wishful thinking implicit in such a careless statement, perhaps, should place it beneath the dignity of a reply. The Lea Act was not on trial in Chicago. Mr. Petrillo was. The final lines of the Court's memorandum opinion in the Petrillo trial read: "For the reasons above stated, the court is of the opinion that the prosecution has failed to prove the defendant guilty of the violation charged."

Such an opinion reminds us of Scottish Law where it is possible to have three verdicts: Guilty, Not Guilty or Not Proven. In the latter case, the defendant—declared exonerated for the reason that the case was not proven by the prosecution—"goes away from the bar of the court with an indelible stigma upon his name." What the Chicago jurist has said, in his memorandum opinion, is that the case was "not proven" by the prosecution.

This does not outlaw the Lea Act. Neither does the decision of the Chicago Court exempt Mr. Petrillo from prosecution, again, in any of several hundred American cities, if he continues to harass the broadcasters and the American people as he has done in the past. When an experienced prosecutor goes to work upon another case whose facts bring it within the meaning of the Lea Act, we will hear the singing of quite a different tune.

400-Mile Range Achieved by New RCA 50-kw Transmitter in FM Experiments

EXTENSION of FM signals to 400 mile-wide area has been accomplished by RCA engineers in tests which have developed the most powerful FM signals ever radiated in this country, according to RCA Broadcast Transmitter Sales Section.

The signals were measured at 500 kw's of effective power in recent tests conducted by the RCA Engineering Products Department over the RCA experimental station W2SXR Camden.

The tests were carried out by feeding the output of the new RCA 50-kw transmitter, first commercial transmitter of this power to be designed for operation in the 88-108 mc band, to a four-section RCA pylon antenna which has an effective power gain of six. The transmitter actually fed 60 kw of power into the antenna, producing a radiated signal with an effective power of 360 kw.

A combination of the RCA 50-kw FM transmitter and the four-section pylon antenna on an elevated site will provide coverage of a 200-mile radius. This makes possible the expansion of FM service to distant and rural areas. Even wider coverage could be obtained, engineers said, by using with the 50-kw transmitter, an eight-section pylon antenna.

115 Broadcasters Attend NAB District 1 Meeting

MEETING of NAB Dist. 1 at Boston last Wednesday was attended by 115 representatives of more than 50 New England stations. It was a closed session, with broadcasters only admitted.

Feature of morning program was a talk by Richard P. Doherty, director of employer-employe relations for NAB, on the music situation. In the afternoon the broadcasters heard addresses by Carl Haverlin, president of Broadcast Music Inc., Leonard Hole, assistant director of television for CBS, and Irving Robinson, technical director for the Yankee Network, whose topic was FM.

Harold E. Fellows, general manager of WEEI Boston and director of NAB Dist. 1, presided.

Network Daylight

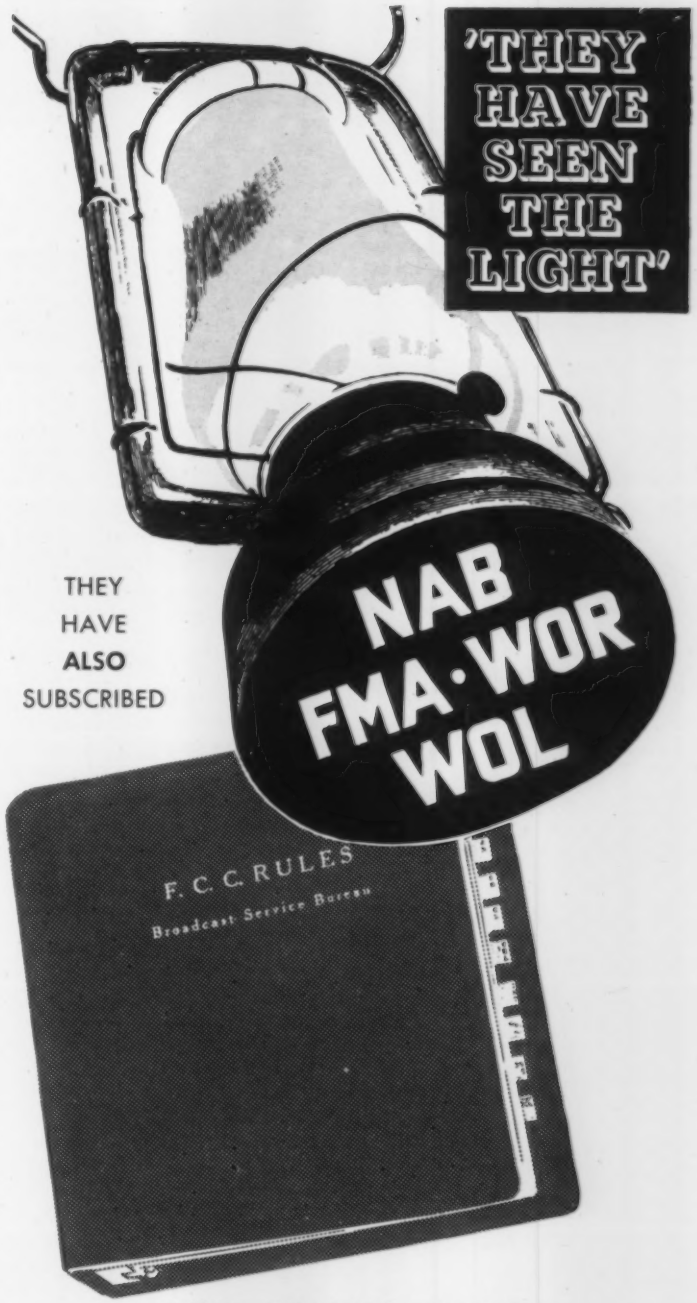
(Continued from page 13)

based on Daylight Saving Time.

Meanwhile, MBS was said to be preparing a proposal for submission to its affiliates for a much more complete system of delayed broadcasts than it followed last summer. The Mutual system in 1947 applied only to a fraction of its regularly scheduled programs and was said to have led to considerable confusion among its affiliates in Standard Time zones.

Mutual in 1948 is considering recorded repeats for "as many shows as possible," a network spokesman reported. Its plan will probably be dispatched to stations within a fortnight, it was said. MBS, too, will solicit station contributions to assist in financing the cost of such a practice.

RADIO personalities and programs, including 136 network and 381 local broadcasters, were listed in recent survey made by Radio Reports Inc. List, which contains mostly commentators and newscasters heard in six major listening areas, gives broadcasters' working addresses, origination stations, network affiliations and thumbnail descriptions of the show. Listings are available at Radio Reports, New York.



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AFM Shoots

(*Continued from page 14*)

for the hearing and agreed he had not been "intimidated" by the committee, as Democratic members had charged.

The four network witnesses appeared Monday. They calmly recounted their complications in doing business with Mr. Petrillo, and pointed out how the public, musicians and other employes are suffering from the recording ban. They outlined hardships entailed by the AFM threats to strike the networks Feb. 1, and the cost of preparing for a crisis.

All denied a conspiracy to hold back FM and prevent duplication, and Mr. Petrillo joined Wednesday in insisting there has been absolutely no conspiracy. The AFM-network contracts don't mention FM, and the union says they can't duplicate, Mr. Petrillo claimed.

Representing the networks were Frank E. Mullen, executive vice president of NBC; Joseph H. Ream, CBS executive vice president; Mark Woods, ABC president; Theodore C. Streibert, president of WOR New York and MBS board member, appearing for the network.

Mr. Mullen said NBC had good relations with 12 unions, and desired long-term agreements with AFM covering AM, FM, television, and transcriptions and recordings. Mr. Ream reviewed CBS difficulties with AFM over FM and said he is hopeful live music will soon be available to FM. Mr. Woods told how AFM restrictions retard ABC's service to the public, advocated full privilege for FM, TV and cooperatives, and criticized, the AFM quota system. Mr. Streibert also revealed evils of the quota system and critized AFM rules on delayed broadcasts and repeats.

The case for broadcasting stations was submitted by Harry Bannister, general manager of WWJ Detroit. Mr. Bannister addressed the committee without notes, and committee members were quick to detect that he followed his prepared statement almost word for word.

As Mr. Bannister told how WWJ had been victimized to the extent of $115,045 in AFM featherbedding since 1938 and forced into uneconomic operation, committee members absorbed every word. Many agreed it was one of the finest appearances they had ever observed at a Congressional hearing.

Telling WWJ's music troubles, Mr. Bannister said, "Frankly, that's no way to run a radio station . . . That stuff may belong in Russia. . . . These are power tactics and they do not belong in a democracy."

Several committee members wanted to question Mr. Petrillo further late Wednesday but the chair said the interrogating had been going on all day and every member had been given a chance.

Mr. Petrillo squirmed and was ill at ease as Rep. Hoffman with machine-gun rapidity shot questions about his efforts to compel WAAF to hire more men.

Draws Admission

He drew out admission that he "didn't know whether the station needed the men" but felt it was a "canned-music station" and ought to hire them. Though at first parrying questions aimed at his power over union affairs, Mr. Petrillo finally agreed he could tell musicians "when and where they can play" and that he put hotels on the unfair list if they didn't toe the mark. He wouldn't budge an inch, however, from his contention that only musicians can join AFM, especially in the larger locals "where they have to pass a test."

As was the case last summer, Mr. Petrillo kept the committee chuckling at his sallies. Afterward, Chairman Hartley said, "Mr. Petrillo is a good witness. He's disarming by his absolute frankness." The chairman again castigated broadcasters and recorders for their refusal to open up and tell the committee the facts about their AFM troubles. He praised Mr. Bannister for his fearless testimony last Monday, and also lauded "two of the FM witnesses."

At one point, as Rep. Thomas L. Owens (R-Ill.) referred to power tactics by Mr. Petrillo and added that he knew a good deal about Chicago, the union head brought down the house as he said, "Don't refresh my memory too much."

A number of committeemen probed carefully into the union's operating structure, forcing admissions that Mr. Petrillo could do about as he wished. High spot was introduction of a photostat of a ballot at the recent Local 10 election in Chicago, with only one person nominated to each office. Mr. Petrillo was the lone nominee for persident and his son, James J., for financial secretary. [Copy of the ballot had been reproduced in the Dec. 8 BROADCASTING.]

Among others who took active part in the questioning were these Republicans: Reps. Gearld W. Landis, Ind.; Max Schwabe, Mo.; Samuel K. McConnell Jr., Pa.; Ralph W. Gwinn, N. Y.; Ellsworth B. Buck, N. Y.; Walter E. Brehm, O.; Wint Smith, Kan.; Charles J. Kersten, Wis.; George McKinnon, Minn. Democratic questioners also included: Reps. John Lesinski, Mich.; Augustine B. Kelley, Pa.; and Ray J. Madden, Ind.

Running account of the three days of testimony follows:

MONDAY

The four spokesmen for the major networks were sworn in simultaneously Monday morning by Chairman Hartley, who announced they would be questioned after all statements had been read.

Mr. Mullen opened by telling how NBC enjoyed harmonious relations with 12 unions, covering 48 separate agreements. Only work stoppage, he said, occurred during the 1942-43 recording ban. He listed these contracts, along with salient provisions.

NBC paid over $2,300,000 to staff and nonstaff musicians last year, according to Mr. Mullen, receiving $778,000 from sale of musicians' service with the rest going for services of orchestras on sustaining programs for its stations and affiliates.

Mr. Mullen said NBC desires long-term agreements with AFM covering AM, FM, television and transcriptions and recordings. He recalled the AFM's 50% wage boost for transcriptions in 1946. Last year, he explained, NBC paid $268,056 to 380 musicians, plus those hired for clients and another 189 employes who were paid $674,-100.

If the AFM ban is not lifted, he declared, NBC will not be able to employ musicians in its Radio Recording Division and will have to transfer or drop other employes.

NBC has insisted in negotiations with AFM that it has the right to carry its musical programs on FM, and will continue to do so, he insisted, declaring the union's FM policy unsound as well as opposed to the interests of its members and the public at large.

MEMBERS of Petrillo probe group didn't miss a word as Harry Bannister, general manager of WWJ Detroit, told station's side of music argument.

Citing the growth of television, he said there now are 160 sponsors and predicted number of stations will increase from 19 to 50 this year, available to 40,000,000 persons owning from 750,000 to 1,000,000 sets. In addition he felt TV will be a stimulus to the national economy.

Mr. Mullen reviewed negotiations with AFM and listed the issues involved. He said that pancake turners, for example, are demanded by AFM though NBC is required by law to deal with NABET. He said the network could not become involved with contractual relations of affiliates as demanded by AFM, since this would be an illegal secondary boycott.

FM and television are here to stay, he concluded, and agreements should be negotiated with AFM to permit use of live musicians on their facilities.

Mr. Ream testified CBS hires directly 210 staff musicians for

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its 7 stations, and 650 casual musicians, with $2,069,808 paid directly and another $4,000,000 paid by sponsors and agencies. FM will give increased work to musicians, he reminded, and reviewed CBS efforts during the last four years to obtain music for FM.

Quoting a series of telegrams exchanged with Mr. Petrillo in 1944-45, Mr. Ream said the network had supplied program service to FM stations on CBS until halted by union mandate in the fall of 1945. Simultaneous broadcasting of programs by FM stations requires no additional work by musicians, does not increase the audience of the network or stations, and was done without any charge to sponsors, Mr. Ream said.

A year ago, said Mr. Ream, Mr. Petrillo demanded that network negotiations be confined solely to wage scales and working conditions, refusing to discuss FM. He now is hopeful as a result of recent negotiations that Mr. Petrillo will make live music available to FM, though the union president has not yet submitted concrete proposals.

Retarding Service

Mr. Woods said the Petrillo restrictions are retarding ABC's service to the public. He advocated FM duplication, and full privileges for cooperative programs, FM and TV. He criticized the quota system by which networks are forced to hire minimum numbers of musicians.

Last year, according to Mr. Woods, ABC paid a total of $1,-739,785 to 65 staff musicians in New York, 57 in Chicago, 21 in Hollywood, 15 in San Francisco, 15 in Detroit, plus arrangers and others. Citing wage scales, he said the lowest ABC staff musician in New York, working 25 hours, gets $152 a week.

Single-use transcriptions such as the Bing Crosby program, which is heard transcribed on ABC, would be restrained by a ban on their production, he asserted, and from the standpoint of good programming it would constitute an unreasonable restraint.

Similar delayed broadcasts for local station use and recorded repeats used to eliminate the time zone factor should be free of restrictions, he insisted.

Mr. Woods said that when the cooperative ban was lifted, *Abbott & Costello* returned to instrumental music and the Boston Symphony of 110 members was put on cooperatively.

As to Petrillo demands that networks force affiliates to hire musicians, Mr. Woods said the network is legally unable and is also unwilling.

The broadcasting industry pays $23,000,000 to AFM members, Mr. Woods pointed out.

Discusses Temporary Ban

Mr. Streibert discussed the temporary Petrillo ban on cooperatives, from which MBS affiliates get $5,-000,000 a year from local advertisers. Music is back on *Information Please* since the ban was lifted temporarily, he told the committee, and an orchestra has replaced vocal music on another program.

Explaining the quota system, he said that MBS programs originate in shareholder stations. WOR, as a key originating station, is required to hire 40 musicians, he said, calling it a "straitjacket" arrangement. He offered figures showing the high wages paid musicians. The quota system, he went on, doesn't take into account seasonal and other fluctuations and is inimical to good programming.

Mr. Streibert said that in 1947 WOR and six shareholder stations hired over 200 staff musicians on a regular weekly basis, along with arrangers and others, being compelled to hire more musicians than actually were needed.

Discussing delayed broadcasts and repeats, he said it is unreasonable to require extra pay and termed it "inconceivable" that the union would forbid off-the-line recordings, which would prevent MBS from offering full national coverage and deprive millions of listeners of network service.

Delay in normal development of FM is largely due to the AFM "standby" requirement, he charged, explaining that if FM is allowed to develop it would result in employment of more musicians as well as related groups.

All four network officials took the stand for joint questioning at the afternoon session. Noting that the day's proceedings were being broadcast over AM as well as being televised, Rep. Gwinn described the network testimony as "dull" and suggested, "Your public will tune you off the air." As owner of an FM set, he felt these "Petrillo evils ought to be cured. One man should not be allowed to shut off the radio for a whole city, as at Sarasota, Fla."

Chairman Hartley read a newspaper article telling about an AFM ban which caused Helen Jepson to offer to dress in a lion's cage and sing in a tent with caliope accompaniment. Mr. Mullen said, "We can deliver the finest talent to every section of the land. Mr. Petrillo doesn't think that's a good thing to do." The network officials listed a number of instances of Petrillo bans, such as FM rules and Madison Square Garden television pickups. Mr. Ream told how recordings were used for an ice show and a rodeo, where actual sound could not be included in the TV program.

Rep. Buck observed, "After sitting under these lights I understand why musicians want more money to play for television." "So do we," Mr. Streibert interposed.

Rep. Owens followed his line of questioning based on the thesis that present laws provide radio with adequate protection. Mr. Ream explained that networks operate under a contract. "You're fighting for something you don't have to ask for," Rep. Owens argued. "Why don't you let the law be given a test?"

Cites Public Service

"That's extremely likely the end of this month," said Mr. Ream. Mr. Woods added, "When we have a contract, we live up to it. If we can work out a reasonable and fair contract, we will. On the other hand, we're going to serve the public."

As was the case the week before, employment of Paul Porter on the CBS legal staff at one time was brought up. Replying to Rep. Lesinski, Mr. Ream said Mr. Porter was employed by the network prior to his service with the Democratic National Committee and the government.

When Rep. Lesinski intimated that "management" was "using" the committee to help it in negotiations, Mr. Woods said, "We're invited guests." Chairman Hartley interposed that he took full responsibility for the hearings, which he added will include "more than Mr. Petrillo. The committee is trying to render a public service by investigating such cases as this."

Expiration of all recording contracts Dec. 31, and network contracts Jan. 31, gives Mr. Petrillo "pyramided" power, said Rep. Fisher, making him a "monopoly."

Replying to Rep. Madden, Mr. Mullen said the reason stations don't use more live musicians is "they're no good." He recalled his own musical experiences and pianistic performances. Rep. Madden asked questions designed to show how AFM uses its welfare fund to serve musicians and the public, and Mr. Mullen agreed such efforts were commendable.

Chairman Hartley cleared up the Porter charges and inferences that networks were impeding FM, suggesting Mr. Petrillo will benefit from FM's development.

"The ban on FM and television alone warrants these hearings," Rep. Landis observed as questioning concluded.

Presenting the viewpoint of stations, Mr. Bannister reviewed WWJ's musical traditions, having never been without a staff orchestra since 1922. Ignoring his prepared statement, he talked right at committee members, who later commended him for a clear presentation and an unusual memory.

Mr. Bannister listed "appalling details" of WWJ's musician hiring after "Mr. Petrillo became head man of music." WWJ had a staff orchestra to suit its needs and got full use out of it, he said. After 1938 the quota system was imposed and in 10 years WWJ has paid for a total of 23,810 call hours beyond its requirements at an average of about $5 an hour, or "featherbedding to the tune of

(*Continued on page 84*)

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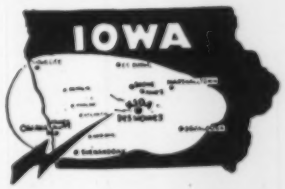


AFM Shoots

(*Continued from page 83*)

$115,045." He explained how musical programs must be based on careful planning, which has been difficult under the quota system, since its music is based not on "what would be best for our audience," but on the basis of Mr. Petrillo's dictum. "Frankly, that's no way to run a radio station," he observed.

AFM's Detroit local, with 3,400 members, has only a couple hundred men good enough to play in the station's orchestra, he said.

Radio has developed musical appreciation, he insisted, "and that's one fact often overlooked by the ivory tower inhabitants who like to pop off about what's wrong with radio." Mr. Bannister said the fixed allotment requirements of AFM prevent economical operation of a business. "If every employe and supplier of a business would say that and make it stick, pretty soon there would be no business left anywhere. That stuff may belong in Russia. These are power tactics and they do not belong in a democracy."

Mr. Petrillo, he concluded, operates by ultimatums such as "You gotta do this." "You can't do that." "No more this and no more that." Its "high time" that we put an end to "the ridiculous pretensions of this synthetic Caesar," he demanded.

Most committee members agreed the presentation was one of the finest they have ever heard on behalf of an industry. Answering Rep. Owens on FM, Mr. Bannister told how "Bill" Scripps, radio director of the *Detroit News*, and his superior had tried five days to see Mr. Petrillo to discuss the right to broadcast on FM, but only got as far as his "No. 3 man."

"You want Congress to help you?" Rep. Owens asked.

"I think I should look to my Government for help," said Mr. Bannister.

Replying to Rep. Lesinski, he said WWJ has invested $300,000 in FM, more than that in television. "Bill" Scripps and I disagree, he revealed. "He thinks FM will displace AM in 10 years. I don't. Station engineers are 50-50."

Asked about welfare of musicians under recordings and radio, Mr. Bannister reminded the committee that musicians once got together in groups and played on street corners for nickles. "Now most everybody has a record player, and many records, even thousands of records. Musicians have been raised to the luxury class."

WEDNESDAY

Chairman Hartley opened the Wednesday morning hearing by asking Mr. Petrillo if he had a statement. The union head said Mr. Diamond, his attorney, had a statement. The chairman directed that questioning of Mr. Petrillo start. He observed first he was not too concerned by the recent success of Mr. Petrillo in avoiding intent of Congress in Chicago, referring to the decision of Judge LaBuy which held documentary proof of Lea Act violation had not been shown.

"But I'm quite concerned at the manner in which the Dept. of Justice prepared the case," the chairman said. "To say the least, they were most lax in preparing the case. In my judgment the facts were in violation of the law."

Chairman Hartley noted that British records are arriving in this country. "What effect has that on American musicians?" he asked.

"That's a sad condition," Mr. Petrillo replied, but claimed that recording musicians only make an average of $400 a year so it doesn't make much difference, and the record companies have made no effort to remedy the situation.

"Since the Lea Bill and Taft-Hartley Act musicians have lost $360,000 in wages and 165 men in radio," said Mr. Petrillo. "As contracts expire, men are let out. Our future is getting very dark."

Records are coming in from Mexico, said Chairman Hartley. Mr. Petrillo said he understood the British musicians' union would stop making of records for sale in this country.

Chairman Hartley asked if Mr. Diamond is associated with English Decca. Mr. Diamond said he was before becoming Mr. Petrillo's legal representative. He conceded that his son might be doing some copyright work for English Decca, and promised to explain it all in his prepared statement.

Asked by Rep. Landis why he wouldn't allow FM and television music, Mr. Petrillo recalled that movies employed 22,000 musicians in 1928 but with advent of sound dropped 18,000 and only 1,000 are now employed in all U. S. theatres. "We want a guarantee we won't lose employment in radio where we get $23,000,000 a year."

Theatres are closing, name bands are folding, said Mr. Petrillo, discussing the plight of young musicians. He said AFM is starting a "clean campaign" to tell the public the musicians' plight, but "can't compare to the NAB."

"Let's do something for musicians," he proposed to Rep. Landis. "Eighty per cent of records are for home use. Why must we stop recording because of 20%. Let the 20% who want to commercialize—let them fight it out with us."

Rep. McConnell questioned the union head at length on rights of AFM minorities and disciplining of members. "If a man gets out of line I may call him in and straighten him out," Mr. Petrillo explained, adding there was right of appeal to the board. Fines are used, he conceded, but not often.

"Where can a man get a job if he's expelled?" Rep. McConnell asked.

"That's a serious matter; there aren't many of those cases," the witness insisted.

One-Man Ballot

Rep. Gwinn questioned him at length on nominations and elections of locals, which Mr. Petrillo claimed are democratically operated. Rep. Gwinn then introduced a photostat of a 1947 ballot of Local 10 in Chicago, with members given a chance to vote for only one man for each office (BROADCASTING, Dec. 8). Going over each office, Rep. Gwinn came to the name James J. Petrillo.

"Who's that?" he asked.

"My son. He is financial secretary. It's his first time."

After Mr. Petrillo insisted the election was democratic, Rep. Gwinn asked, "Did you ever hear of Stalin's elections in Russia?"

"No," said Mr. Petrillo. "I don't know anything about Russia."

"Wouldn't you call this the Russian ballot?" Rep. Gwinn continued.

"That's the way the members want it," Mr. Petrillo said, adding that 48 hours after the nominations names can be put on the ballot by petition of 15 members.

Rep. Gwinn cited the instance of the International Cultural Assn., which was denied use of a hotel for a meeting because it wanted to play records for dancing after meetings were over. AFM threatened to picket the hotel, he charged.

"That's not the procedure at every local," said Mr. Petrillo.

Rep. Gwinn brought out that 1,000 of the 13,000 Chicago local members voted at the last election.

Replying to Rep. Buck, the union head said he considered AFM "a legal monopoly." He said he had only used his powers to set aside AFM laws twice. "Under a bad leader I don't think it would do much good," he said.

In answer to Rep. Kersten, he said record companies aren't allowed by law to separate records for home and commercial use. As to effect of the Taft-Hartley law, he said the union didn't want to give royalties to the men who made the records but prefers that the money go to needy musicians. He isn't worried about foreign records, he told Rep. Kersten, because "the American public always prefers American music."

No Conspiracy

Mr. Petrillo told Rep. Owens there is no conspiracy between large broadcasters and AFM to keep music off FM. Rep. Owens asked to see correspondence with the networks.

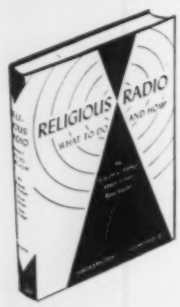
"If the networks play for FM they violate the contract," Mr. Petrillo said. "I feel very sincere. FM stations never spent a dime for music. They don't have a dime now. We deal with an industry (AM) that pays us $23,000,000. If there's anything in your mind about conspiracy, please forget it. That's not so."

Rep. Owens, after telling indignantly of an AFM mandate in Philadelphia that prevented friends of his from singing carols around a piano in a Bellevue-Stratford room Christmas Eve, said official government figures show that musicians' employment has tripled in recent years.

Rep. Kearns suggested AFM call name-band leaders to testify. He praised Mr. Petrillo for doing "some fine things" for the Kearns subcommittee, such as letting amateurs play on networks.

"You never told the networks

The first in its field



Religious Radio

Everett C. Parker, Elinor Inman and Ross Snyder

"A comprehensive text on religious broadcasting has long been needed, and here it is. It is authoritative, complete, challenging, and sometimes inspiring."—ERIK BARNOUW, *author of Handbook of Radio Writing*

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CKRC
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REPRESENTATIVE: WEED & CO.

they couldn't duplicate since passage of the Taft-Hartley law?" Rep. Kearns asked.

"No," Mr. Petrillo said. He was confident FM and television would be included in the new contract.

"That's the best news in a long time," said Rep. Kearns.

"Don't grab so fast," Mr. Petrillo cautioned.

Rep. Kearns recalled his proposal to amend copyright laws to distinguish between records for home and commercial use.

"I would favor that," said Mr. Petrillo as the noon recess was called.

After the recess Rep. Hoffman gave the AFM ruler the roughest going-over he has received within the memory of Washington observers. Hurling rapid-fire questions and demanding direct answers, Rep. Hoffman forced a concession that Mr. Petrillo had attempted to compel WAAF Chicago to hire three musicians because he thought it ought to hire them, being a "canned music station."

"You announced you did that to test constitutionality of the Lea Act!" Rep. Hoffman asked.

'We Compromised'—Petrillo

"We compromised," said Mr. Petrillo.

"On one-and-a-half musicians?" queried Rep. Hoffman.

"Our business is based on minimums," Mr. Petrillo replied.

Mr. Petrillo refused to concede he was a dictator but agreed he told musicians where and when they can play, and that the union put hotels on its unfair list if they failed to conform to AFM requirements. He denied that it is not necessary to be a musician to get in AFM, especially the larger locals.

Rep. Lesinski read a letter complaining FM stations can't use network music because of an agreement between AFM and broadcasters and alleging that some AM stations carry network programs on their FM affiliates. He paid a lengthy tribute to Mr. Petrillo for his union leadership and said his story "will go a long ways to dispel public opinion of you and the union." Chairman Hartley recalled that Rep. Lesinski had complained Monday that the hearings were futile.

When Rep. Kelly asked if union policies were established at conventions, Mr. Petrillo agreed and then charged that NAB controls some 400 newspapers that control radio stations. "They're bosses of every station in this country licensed by the FCC," he claimed. "NAB has control over the whole distribution of communications and news. Nobody has ever been more qualified."

Rep. Madden went over the WAAF story again. Mr. Petrillo referred to alleged refusal of Chattanooga stations to do business with the AFM local and recalled it was necessary sometimes "to get NBC to pull the chain on their affiliate," a procedure he said is barred as a secondary boycott.

Rep. Klein asked about AFM elections and the recording problem. Mr. Petrillo said court rulings prevent restrictions on record buyers.

Chairman Hartley inquired about Mr. Petrillo's salary, which the AFM head said was $20,000 a year from AFM, $26,000 from the Chicago local, and admitted the Chicago local pays for his Waldorf-Astoria suite. He said big locals can't control the AFM since none has more than 10 votes.

The chairman said subcommittee hearings showed movie companies signed AFM contracts "with a gun at their back." Mr. Petrillo replied AFM insists it would be unfair for NBC and CBS to buy films and then put them on their radio stations.

"You really don't mean 'forever' in your record ban?" Chairman Hartley asked.

"At the moment we said 'forever,'" replied Mr. Petrillo. "Maybe we might change our mind. We hope these boys who represent the industry will change."

"Don't you think it would be better to use legal methods?" ask the chairman. "Why haven't you pursued that course?"

"It was the only action possible," argued Mr. Petrillo. "Why don't you help us?"

The chairman and witness got into a colloquy over proposal to take a referendum of AFM members as to their opinion of the recording ban. "I'll take you up on that," Chairman Hartley said, "if confined to every person who ever made a record."

"The dead ones we can't dig up," Mr. Petrillo quipped. He said a bandleader asked to testify in his presence as well as that of recording company officials would be "sitting on a hot seat."

HOLLYWOOD'S AD CLUB TOLD 'VIDEO IS HERE'

"TELEVISION is nothing that is coming; it's here," said Klaus Landsberg, KTLA Hollywood general manager, at last meeting of Hollywood Ad Club's television panel luncheon series on Jan. 19. Arnold Maguire, Hollywood video director of Foote, Cone & Belding, presided.

Video's sales force compared to other media is 10 to 1, with an effectiveness of from three to 10 in video's favor, according to Mr. Landsberg and other panel participants.

Other participants included: Leon Benson, television department, J. Walter Thompson Co., Los Angeles; Cecil Noble, head of his own Los Angeles agency; Frank Bull, partner of Smith, Bull & McCreery; Charles Brown, program manager of KFI Los Angeles.

Meeting also cited evidence purported to dispell a belief that 86% of television receivers are in homes rather than in bars and that television has increased sports attendance.

"IF THERE'S no opposition, that's it," said James C. Petrillo Wednesday as he identified a photostat of Chicago Local No. 10 election ballot [BROADCASTING, Dec. 8.] Only one nominee appeared for each office, House probers noted on examination of document.

Answering Rep. Landis, he said, "I frankly believe we'll settle the FM and television situation."

Rep. Owens, after getting a statement from the witness that he had not acted to prevent FM duplication since the Taft-Hartley law went into effect, introduced a telegram from the AFM head to network presidents, dated Aug. 20, in which AFM laid down the rules for FM. He again denied collusion with networks to retard FM, and said FM stations should hire musicians since they hire announcers, bookkeepers and engineers.

THURSDAY

Mr. Diamond took the stand as Thursday hearings opened, identifying himself as general counsel to the AFM in U. S. and Canada. Later he testified he also was attorney to President Petrillo.

He said he had resigned from all Decca companies but understood his law firm still does miscellaneous work for London Gramophone Corp., Decca subsidiary. Mr. Petrillo is one of the few citizens against whom a specific law has been passed, he said in his 42-page statement.

One by one he recited problems faced by musicians in sound movies, phonograph records (including disc jockeys, juke boxes, wired music and radio) and transcriptions. In each case he gave figures on earnings of musicians compared to earnings of corporations. Average earnings per month at the three large record companies range from $8.58 to $17.75, he said, with the entire industry disbursing total scale pay to all musicians, other than leaders, of $1,635,751 in 1946. He contrasted this pay with the 1947 retail record volume of $180,000,000.

Discussing transcriptions, he said packaged radio shows are becoming a major element in broadcasting, citing estimated gross sales of Frederic W. Ziv Inc., of $10,000,000 in 1947, with the company paying only $39,239 scale wages to musicians and leaders in 1946. Associated Program Service, he contended, paid scale wages of $93,300 to all musicians in 1946 though it also operates Muzak service.

Mr. Diamond devoted four pages of his statement to observations on station programming, based on FCC Blue Book findings, and advised committee members to examine the book carefully.

In discussing radio's employment of musicians Mr. Diamond claimed there are more salesmen than musicians and quoted gross time sales figures and net revenues before taxes, without referring to operating costs.

He charged that in 1945 broadcasters earned $7 before taxes for each $1 paid to staff musicians.

Going into technological progress and its effect on his union, Mr. Diamond asked, "Who has devised any alternative means of performing music than by the personal artistry of the musician?" He discussed the AFM welfare fund at length calling it a "cooperative attempt by management and labor to avoid the consequences" of recording. At Dec. 31, 1947,

(*Continued on page 88*)

WFMJ SELLS The Rich Mahoning Valley

AND HERE'S WHY!
THERE'S MORE
"SETS IN USE"

An Average of 45% More Than National Average

•

Youngstown Ratings of Network Shows Average 100% Higher

•

A Greater Audience at Lower Cost

Ask HEADLEY-REED

WFMJ

The ABC Station For YOUNGSTOWN, OHIO

Conventions

(*Continued from page 18*)

with TV, there was no argument between the groups.

All the decisions made by the various representatives will be passed on by arrangements committees of the two political parties' conventions groups. This was emphasized by John M. Redding, director of publicity, Democratic National Committee; William Neale Roach, managing director, Democratic National Convention, and James J. E. Jappe, general manager, Republican National Convention, who heard and acted as moderators of the claims of the groups.

Some changes were made in radio arrangements plans different from the 1940 convention set-up. In 1940, Radio correspondents had 40 seats in the press section in the "tongue" in front of the stage on the Convention Hall floor. Radiomen, whose position was stated by William Henry, chairman of the Radio Correspondents Gallery, Capitol, Washington, D. C., wished to relinquish these seats to the newspaper and news service correspondents. By doing so, the newspapermen will have 825 seats on the convention floor. But radiomen, 250-strong, will all have seats on the stage, behind the speaker's rostrum.

Behind the radiomen will be four AM broadcasting booths, with a central control booth—the entire breadth of this unit measuring 60 feet. These booths already have been apportioned by lot, on a left to right basis, looking toward the stage to CBS, MBS, NBC and ABC, respectively. At the left of the stage, will be a booth for independents, in which further TV facilities will be housed. Below the stage will be more studios for further use of independents and networks.

STAFF of WCAU-TV Philadelphia got practice runs for the *Philadelphia Bulletin's* forthcoming television operations when the station made cable telecasts of the Town Meeting of Radio Technicians at Philadelphia's Bellevue-Stratford Hotel on Jan. 11, 12, 13. WCAU-TV expects to be on the air on Channel 10 within a month.

Number of TV people to be accommodated is still in the guessing stage. Estimates are ranging anywhere from 300 to 900 persons. It is expected that altogether more than 2000 will comprise the army of news, radio and film personnel of all kinds required to report and transmit the reports of the proceedings. Furey Ellis, chairman of the Philadelphia Mayor's reception committee for press, radio, television, and motion picture personnel, is figuring on that number in his plans to give such workers a good time while sweating out the proceedings.

Among those present at the meeting were:

Robin D. Compton, WCAU-TV Philadelphia; Paul Wittlig, CBS New York; John Bendick, CBS-TV New York; Meritt Coleman, CBS-TV New York; Charles H. Singer, Mutual-TV New York; W. R. Shearer, C. W. Thyberg, J. P. Carty, S. N. Phillips, N. C. Dame, R. C. Judd, all of Western Union Telegraph Co., New York; R. E. Farnham, General Electric, Cleveland; P. R. Holmes, General Electric, Philadelphia; Carroll Shelton, assistant to the chairman of the All Philadelphia Citizens Committee; Joseph O. McLaughlin, Pennsylvania - Philadelphia Committee for Democratic National Convention.

William Henry, chairman executive committee of the Radio Correspondents Gallery at the Capitol; Robert W. Menaugh, superintendent of the House Radio Gallery, Washington, D. C.; D. Harold McGrath, superintendent of the Senate Radio Gallery, Washington, D. C.; B. R. Allen and Edward Kliment, of Western Union, Philadelphia; Louis Schreiden, assistant director of Public Works, Philadelphia; Jack Paige, Mutual, New York; Joseph A. Roletter, official architect at Convention Hall.

Griffing Bancroft, chairman, Standing Committee of Correspondents, Capitol, Washington, D. C.; William Theis, secretary of the Standing Committee; Harold Beckley, superintendent of the Senate Press Gallery, Capitol, Washington, D. C.; William Donaldson, superintendent of the House Press Gallery, Capitol, Washington, D. C.; Frank McNaughton, Time Magazine, chairman of the Periodical Correspondents Association; Pope Haley, Pathfinder Magazine, of Periodical Correspondents Association.

Kenneth Stowman, TV director of WFIL Philadelphia and James Quirk, public relations director of WFIL, both members of Mayor's Committee; F. A. Harvey, WMAL-TV Washington, D. C.; C. G. Nopper, WMAR-TV Baltimore; G. O. Milne, ABC New York; R. J. Bowley, WPTZ Philadelphia; Will Baltin, Television Broadcasters Association, New York; James L. Caddigan, director of programs for DuMont; Otis Freeman, assistant chief engineer, DuMont; Paul B. Mowrey, television director, ABC, New York; Ann Gillis, NBC New York; Henry O. Wefing, CBS New York; Robert L. Beard, Acme Newspictures; Al Stees, United Press; Ben Armiger, International News Service; William Yocum, Evening Bulletin Photographic Department; Joseph McGinn, Philadelphia Daily News; Frank Johnson, Philadelphia Inquirer Photographic Department; E. P. Genock, Paramount News, New York; George M. Dorsey, Warner Brothers, Washington, D. C.; Robert H. Denton, Paramount News; Robert H. Hess, Universal News; J. C. Brown, News of the Day, Washington; Anthony Muto, Fox Movietone News, Washington.

John M. Redding, director of publicity, Democratic National Committee; Mary C. Zirkle, comptroller, Democratic National Committee; William Neale Roach, managing director, Democratic National Convention; James L. Jappe, general manager, Republican National Convention; Edward T. Ingle, director of radio, Republican National Committee; Bill Murphy, director of publicity, Republican National Committee; Charles L. Todd, Philadelphia Convention Bureau.

Upcoming

Feb. 9: NAB Employe-Employer Relations Committee, NAB Hdqrs., Washington.
Feb. 9-11: NAB Board International Advisory Committee, NAB Hdqrs., Washington.
Feb. 12-13: NAB 9th District meeting, Palmer House, Chicago.
Feb. 20: BMB Annual Board Meeting, BMB Hdqrs., New York.
Feb. 24-26: NAB Board of Directors, The Homestead, Hot Springs, Va.
Feb. 26-March 2: Annual Radio Conference, U. of Oklahoma, Norman and Oklahoma City
March 8-11: Canadian Assn. of Broadcasters annual meeting, Chateau Frontenac, Quebec.

GOODMAN FIRM LISTS 5 SALES OF NEW SHOW

HARRY S. GOODMAN Radio Productions, New York, last week announced five sales of the firm's new *Telephone Numbers Game*. The show has been sold locally for Stanley Shave Cream on WOR New York, Par Soap on KHJ Los Angeles, Inkograph Pens on WTHT Hartford, Conn., The Boston Store on WBRE Wilkes-Barre Pa., and the J. N. Adam Department Store in Buffalo (station to be announced).

At the same time the Goodman firm announced appointment of Stanley Florsheim as vice president in charge of the Goodman special features division, and Howard Lally as sales executive. Mr. Florsheim formerly was director of advertising and sales promotion for Adam Hats. Mr. Lally was radio manager for Lawrence Golden Productions.

RADIO HELPS DIMES MARCH IN

Colorful Parade Staged by KFWB Launches 1948 Campaign in Los Angeles

LOS ANGELES area stations, sparked by KFWB Hollywood, are contributing much to the success of the current March of Dimes campaign in Southern California.

For KFWB, it's a repeat of last year's work which was so outstanding that it earned Harry Maizlish, the station's general manager, a write-up in *Time*.

To launch the 1948 campaign KFWB put on a spectacular four-mile parade which included Macy's six giant balloons and featured Governor Earl Warren and Mayor Fletcher Bowron. Radio and movie stars, 26 bands, numerous floats and various marching units comprised the rest of the parade.

Other stations, in addition to airing the regular March of Dimes programs distributed by campaign headquarters, are contributing individual programs and promotion.

KGFJ Hollywood will dedicate its two-hour *Musical Digest* program to the campaign on Jan. 2 offering as guest speaker Mrs. Margaret Clark, director of the Los Angeles Women's Division of the March of Dimes. The station also carried an hour of the parade and has been offering some 15 spot announcements daily.

KFI is volunteering spot announcements on all available newscasts, as well as on six of its daily sustaining shows.

Two talks by Basil O'Connor, national head of the campaign, were carried by KHJ on Jan. 8 and 14, and the station is also carrying spot announcements daily. Transcribed appeals by radio stars and daily spots are being aired by KFVD.

KNX KECA KFAC KLAC and KMPC are all presenting several daily spot announcements as well as adapting inserts to regular programming.

THE LONG ISLAND STORY

WHLI delivers **more listeners per dollar** in Long Island's large quality market than any other station, including the 50,000 watters in New York City!

Of course, WHLI has the Fall 1947 **HOOPER** "Station Listening Area Coverage Index" for Hempstead Town.

WHLI 1100 KC
BETWEEN WHN AND WNEW
AND
WHNY (FM) 98.3 MC
IN THE MIDDLE OF THE DIAL
HEMPSTEAD
LONG ISLAND

Record Closed

(Continued from page 17)

particular raised questions concerning the Commission's power to consider these programming aspects in connection with the CCBS proposal.

Mr. Caldwell reiterated that CCBS expected the reshuffling of affiliations to come as a natural consequence of competition, but, while reserving the right to object, said if the plan did not work out as predicted, the CCBS members would not be surprised if FCC attempted to "enforce a choice of programming for rural listeners." He said he opposed FCC consideration of program matters and expressed a view that the Commission sometime should call a "full oral argument" on the entire subject.

Should Consider Programs

Andrew G. Haley, counsel for ABC, which supported the CCBS 29-station plan with "modifications," contended on the other hand that FCC "definitely" should consider the program factors involved. He charged NBC and CBS have "monopolies" on skywave service, said it was FCC's duty to foster competition, and argued that FCC should either make a "policy statement" or enact rules against excessive duplication of network program services within given areas.

Gustav B. Margraf, representing NBC, told the Commission it should "let the competitive forces work," and insisted that the competitive positions of the networks were not an issue in the case, while Julius F. Brauner, CBS general attorney, asserted that issuance of licenses subject to affiliation with a specific network would be "repugnant" to the principles of free competition. Even if CBS and NBC were guilty of excessive duplication—which both denied—Mr. Brauner questioned FCC's right to follow such a procedure and "dictate" the economic and business practices of licensees.

Denounces Mayflower Decision

When Chairman Coy put the question of program consideration to Mr. Spearman, the RBC counsel replied: "I wish you hadn't asked me that." But he felt that Sec. 303(b) of the Act "certainly gives you that right," though he added that Sec. 303(b) "gives you more power than I would have." When the question of the Mayflower Decision's ban on station editorializing was raised, Mr. Spearman called the decision "unconstitutional, null and void and no station ought to pay any attention to it." He said it "should have been burned before it was ever released and called an opinion."

Mr. Spearman said the CCBS 750-kw plan would create "economic Frankensteins" which would imperil competing stations economically and which by joint effort would be able to "elect Joe Zilch" to the Presidency "or defeat Jesus Christ." The potentialities of such a combination, he said, are themselves sufficient to require FCC to reject the plan.

Denies Economic Threat

Mr. Caldwell countered that the claim of "too much power in the hands of too few" has always been raised but that no testimony has been presented to prove it. He called attention to the "diverse interests" among the clear-channel station owners, and, with reference to claims of economic threats from 750-kw operation, denied that lesser-powered stations would be endangered. He conceded that FCC might limit the number of 750-kw stations a single person or group might own.

A heated exchange developed when Mr. Caldwell noted that Mr. Spearman is interested in a Rochester applicant and said duplication of clear channels would make possible a grant. Mr. Spearman sharply denied that the application had anything to do with his plea for clear-channel breakdowns and declared that the charge was like hitting a prize-fighter in the back after the bell had sounded.

Duke M. Patrick, for WLW Cincinnati, reviewed WLW's five-year operation with 500 kw, declaring that "life went on as usual" during that period, competitively and otherwise except that the station's service area was extended.

Earlier Mr. Spearman, responding to Chairman Coy, had said that the rules on protection of 1-A stations originally were amended because Andrew D. Ring, Washington consulting engineer and at that time FCC assistant chief engineer, "didn't want more than one station operating on a clear channel." Mr. Caldwell termed this "one of the unfairest things I've ever heard in a hearing," declaring that the change was made by the Commission after much consideration. Mr. Spearman replied that if both Mr. Ring and Comr. Rosel H. Hyde wouldn't confirm his statement, "I'll eat the rules and regulations."

In response to CCBS claims that towns of less than 100,000 population can't be expected to support 50-kw stations, Mr. Spearman said that if the Commission wished to make a test "I'll be the guinea pig at my own expense" and set up a station "in the capital of any of those 'poor southern states.'" Later he extended the offer to include one in each of four states: Arkansas, Mississippi, Alabama, and South Carolina.

Webster Absent

The oral arguments were presented before six Commissioners, though all seven members may take part in the decision. Only absentee was Comr. E. M. Webster, en route to London for a preparatory conference on Safety of Life at Sea. But Chairman Coy asked whether any participants would object to Comr. Webster's participation on the basis of reading the transcript of arguments, and no objections were offered. He is expected to be gone until about March 1, precluding issuance of a decision reached by the full Commission before that time.

Whether he participates or not, the deciding Commissioners will be largely a new group from those who were sitting when the hearings opened in January 1946 after almost a year of preliminary conferences. Of the present Commissioners, only Vice Chairman Paul A. Walker and Comr. Clifford J. Durr were then members. Comr. Hyde was general counsel and Comr. Sterling was in the engineering department, while Chairman Coy and Comrs. Webster and Robert F. Jones have since been added from outside the Commission. Paul A. Porter was then chairman, succeeded by Charles R. Denny, who himself was succeeded by Mr. Coy.

Attorneys taking part in oral arguments, in addition to those for CCBS, RBC, and the three participating networks, were Mr. Patrick for WLW; Glen A. Wilkinson for KSL; Philip G. Loucks for WQXR New York; Harry J. Daly and Stephen Tuhy Jr. for a group of daytime stations and applicants; Marcus Cohn for National Assn. of Educational Broadcasters, and Leonard H. Marks for Oklahoma A. M.'s KOAG Stillwater.

Though the argument was slated to encompass the daytime skywave proceeding as well as the clear-channel case, most of the participants were content to rest their skywave cases on their respective briefs [BROADCASTING, Jan. 19].

TOP PROGRAM HOOPERS—Based on Jan. 15 Report

Program	No. of Stations	Sponsor	Agency	Hooper	Year Ago Hooper	+ or −	Position
Bob Hope	129	Pepsodent Div. Lever Bros.	Foote, Cone & Belding	27.9	30.2	−2.3	1
Radio Theatre	151	Lever Bros.	J. Walter Thompson	26.7	23.8	+2.9	8
Jack Benny *	160	American Tobacco	Foote, Cone & Belding	26.5	29.5	−3.0	3
Fibber McGee & Molly	143	S. C. Johnson & Son	Needham, Louis & Brorby	26.3	30.2	−3.9	2
Fred Allen	160	Ford Dealers of America	J. Walter Thompson	25.4	24.9	+0.5	6
Charlie McCarthy	145	Standard Brands	J. Walter Thompson	24.2	27.4	−3.2	4
Walter Winchell *	219	Andrew Jergens	Robt. W. Orr & Assoc.	23.2	22.7	+0.5	9
Amos 'n' Andy	150	Lever Bros.	Ruthrauff & Ryan	23.1	22.5	+0.6	10
Bandwagon	160	F. W. Fitch	L. W. Ramsey	22.3	21.0	+1.3	12
My Friend Irma	145	Lever Bros.	Young & Rubicam	21.9			
Red Skelton	160	B & W Tobacco	Russel M. Seeds	21.5	25.4	−3.9	5
Truth or Consequences	143	Procter & Gamble	Compton Adv.	20.6	16.5	+4.1	24
Duffy's Tavern	134	Bristol-Myers	Young & Rubicam	20.0	19.6	+0.4	13
Mr. District Attorney	135	Bristol-Myers	Doherty, Clifford & Shenfield	19.6	22.4	−2.8	11
Music Hall	143	Kraft Foods	J. Walter Thompson	19.6	14.5	+5.1	37

* Includes first and second broadcasts.

Daytime Shows

Program	No. of Stations	Sponsor	Agency	Hooper	Year Ago Hooper	+ or −	Position
Big Sister	71	Procter & Gamble	Compton Advertising	7.9	7.2	+0.7	10
Ma Perkins (CBS)	80	Procter & Gamble	Dancer-Fitzgerald-Sample	7.7	7.5	+0.2	4
Romance of Helen Trent	77	Whitehall Pharmacal	Dancer-Fitzgerald-Sample	7.5	6.7	+0.8	14
Our Gal, Sunday	79	Whitehall Pharmacal	Dancer-Fitzgerald-Sample	7.4	7.3	+0.1	8
Backstage Wife	143	Sterling Drug	Dancer-Fitzgerald-Sample	7.4	6.5	+0.9	15
When a Girl Marries	77	General Food Sales	Benton & Bowles / Young & Rubicam	7.3	8.8	−1.5	1
Stella Dallas	143	Sterling Drug	Dancer-Fitzgerald-Sample	7.2	7.4	−0.2	6
Arthur Godfrey	156	Liggett & Myers	Newell-Emmett	6.9	—	—	—
Breakfast in Hollywood	184	Kellogg	Kenyon & Eckhardt	6.8	7.5	−0.7	5
Lorenzo Jones	143	Sterling Drug	Dancer-Fitzgerald-Sample	6.7	7.0	−0.3	12
Right to Happiness	145	Procter & Gamble	Compton Advertising	6.7	8.1	−1.4	2

AFM Shoots

(*Continued from page 85*)

he said, $3,773,503 had been paid into the fund, $1,131,875 disbursed, with $2,647,052 on deposit. He listed disbursements from the fund and said administrative costs have totaled $15,860, much less than anticipated. He recalled recorders originally had claimed sales would be curtailed, but claimed 1942 record sales were 130,000,000 units compared to 375,000,000 in 1947.

Mr. Diamond detailed the AFM election and administrative procedure, calling it completely democratic. The recording ban reflects desires of the AFM membership, he insisted, referring to similar proposals as far back as 1928 at AFM conventions. He contended antitrust laws never were intended to be applied to unions, mentioning historic precedents. The alternative is individual bargaining, he argued. Any laws passed should permit continuation of collective bargaining, he told the committee, laws which make the machine the servant not the master of musicians.

Recognize Responsibility

During questioning by Reps. Landis and Hoffman, Mr. Diamond contended that record makers and AFM would be in agreement but for the Taft-Hartley Act clause outlawing the welfare fund.

Mr. Diamond said he doubted if AFM would object to delayed transcription broadcasts.

Asked by Rep. Hoffman just what AFM wants from record companies, Mr. Diamond declared the federation desires that the users of recorded music for commercial purposes, displacing live musicians, should recognize their responsibility and make possible employment of musicians in local areas and encourage musicians to pursue their art.

Answering Rep. Kearns as the Thursday afternoon session opened, Mr. Diamond said the record ban was not ordered by Mr. Petrillo but by the AFM convention.

At this point Rep. Kearns announced that he planned to introduce a bill this week making it mandatory to use a label, "For Commercial Use Only," on records used by radio stations, juke boxes and other commercial interests. Records for home use would say, "For Home Use Only."

He explained the bill would amend the copyright law to make it unlawful for a broadcast station, juke box or other commercial user to use recordings or transcriptions made for individual or home consumption.

The bill would provide that buyers of commercially-labeled records shall pay regulated amounts so additional sums can be paid to leaders, instrumentalists and other artists engaged in making of recordings. Rep. Kearns said the bill should clarify "the greatly confused recording industry and serve further to protect the public and the performer and assure recordings for commercial use and individual and home use."

Rep. Owens questioned Mr. Diamond closely on his connections with Decca companies, as well as the fact that his son is with the same law firm and the firm's handling of "miscellaneous" Decca affairs. Rep. Owens cited the code of ethics of the American Bar Assn., with Mr. Diamond insisting he had not violated this code.

Replying to Rep. Kearns, Mr. Diamond said he had advised Decca to break the record impasse in 1943 and sign with AFM, feeling the record makers should recognize the need of giving employment to other musicians.

Democrats on AFM Side

Again the Democratic side of the committee supported the AFM case. Rep. Klein praised Mr. Diamond and said he resented inferences about his professional activities. Rep. Klein said he believed the copyright act could be amended to give record manufacturers a copyright interest, leading in turn to bargaining by musicians to obtain income from commercial use of recordings.

Rep. Lesinski read a statement charging that broadcasters ridicule Mr. Petrillo on the air, but if an artist hurls jibes at broadcasters he is turned off the air, referring to the Fred Allen incident last spring. He went into complaints of WSAY Rochester and WING Dayton over alleged network discrimination.

In charging there is a monopoly in broadcasting, he suggested it should be investigated along with the FCC, intimating the Commission had put in a confidential file WING documents that he had just uncovered and that an FCC chairman had negotiated for a job with a network while still chairman. (After the hearing Rep. Lesinski inferred he might withdraw from the record his comments about the FCC.) He read a letter from Los Angeles, signed "Taxpayer," in which industry practices were criticized.

Chester Incident

Final witness of the two-week investigation was J. Wharton Gootee, president of the Chester, Pa. AFM local, who explained why the local had placed a high school band on the unfair list when it had been approached to play at a Thanksgiving Day parade at Norristown for $125, less than union scale.

The hearing adjourned shortly after 5 p.m. at the call of the chairman.

New Ad Rate Guide

THE 1948 Advertisers Rate and Data Guide has just been published by the E. H. Brown Advertising Agency, Chicago, the agency announced Friday. The 52-page guide includes information on radio stations. Guide is available to advertisers without charge.

Movie Owner Calls for Actio Now Toward Theatre Vide

"MORE has been said about theatre television than has been done," D. J. Nicholson, Los Angeles theatre owner, warned at a special meeting of the Southern California Theatre Owners Assn. Jan. 21.

In support of immediate action, Mr. Nicholson showed more than 150 members attending what he had been able to do with 16 mm film which had been filmed directly from a television set. Among examples shown were segments of the Rose Bowl game, boxing and basketball.

Offering his results only as experimentation, Mr. Nicholson advised the membership that he was sold on the quality of the presentation and aimed to offer such special events as part of the program at the Pic-Fair Theatre starting the end of February. He said he knew that other theatre owners might evolve a different mode of video, but felt that he was ready to make his system an immediate trial.

In support of his action, he cited the economy of the result, since it could be projected on a 17 x 20-foot screen at a reasonable production cost without the threat of jurisdictional difficulties with any of the unions concerned. He reported that the entire Rose Bowl game could be filmed for $160 and emphasized that such cost involved the rental of equipment in addition to film costs. Mr. Nicholson also said that his experiments had shown it was possible to have finished film available within 22 minutes. But he pointed out that the appropriation of television fare was complicated by many legal aspects. He urged immediate study of theatre televisi by the association from a le and technical standpoint.

U. S. Group for H Session Name

Geneva Meeting Starts Mar. 2 Will Draft Assignment Plan

U. S. DELEGATION to t Geneva High Frequency Broadcas ing Planning Conference beg ning March 22 was named la Thursday following a Washi ton meeting of broadcasters a government officials.

The U. S. group, along wi groups from India, Mexico, Unit Kingdom and USSR, will co prise a planning committee repr senting all member nations.

The Geneva meeting, slated last until May 22, is the first two scheduled for the planni committee. Another is slated f Oct. 1 in Mexico City, immediate preceding the regular High Fr quency Broadcasting Conferen which will convene there Oct. 22.

Forney A. Rankin, associa chief of the State Dept.'s Inte national Broadcasting Division, chairman of the U. S. delegatio and Curtis B. Plummer, head the Television Div. of FCC's E gineering Dept., is vice chairma Other members of the group a Edmund Chester and Robert D Hart, CBS; Charles R. Denny a James P. Veatch, NBC; Royal Howard, NAB; George E. Hughe Associated Broadcasters; Rog Legge, Harvey B. Otterman, a Fred Trimmer, State Dept.; A. Simson, U. S. Army; and A. Pro Walker, FCC.

Lea Act Author Calls Petrill Acquittal Verdict Unwarrante

ACQUITTAL verdict awarded James C. Petrillo by a Chicago court earlier this month [BROADCASTING, Jan. 19] was called "unwarranted" last week by Rep. Clarence F. Lea (D-Calif.), author of the Lea Act which the union head was charged with violating.

Saying that he felt a "similar prosecution" in an "average district court" would have brought a conviction, the veteran congressman called on the radio industry for "whole-hearted support" in fighting Mr. Petrillo. "A policy of appeasement," he declared, "only delays and invites further demands."

Excerpts from Mr. Lea's statement follows:

In my judgment the verdict of acquittal given to Petrillo by a Chicago Court was unwarranted. I feel that a similar prosecution in an average d trict court of the country would h resulted in conviction.

Prior to the trial, Petrillo publish to the world that he had deliberat violated the law to test the co stitutionality of the Act. That evide was in the record of the case. N withstanding that, the Court det mined that it could not conclude t Petrillo was guilty.

It appears to me that the decisi of the Judge acquitting the defend had the same specious quality t characterized his original erroneous cision as to the constitutionality of Act.

This acquittal, however, does change the law, which remains impaired. The finding, like the ver of a jury, affects only the facts that particular case. It does, of cou not bar further prosecutions on si ilar charges.

Racketeering in one form or anot in the name of labor affects vari industries of the country. It has come a great national evil. It short-sighted labor leader who beli that in the long run the rights of bor are aided by any form of racket ing. Every ligitimate interest in country should support the effort eradicate racketeering.

VIDEO SCORES AGAIN

Removes Mystery From Doings On Capitol Hill

TELEVISION is taking the mystery out of Washington legislature proceedings, witnesses before the House Petrillo Inquiry Committee learned to their dismay last week. With Washington TV stations picking up and relaying the proceedings to New York, executives of the networks and of other radio entities have viewed the proceedings at their own headquarters, probably to better advantage than if they were in the austere Caucus Room of the House Office Bldg. in Washington.

Here is a photo of Joseph H. Ream, executive vice president of CBS, as he testified before the Hartley Committee last Monday. But it wasn't made in Washington. It was shot from the receiving tube (kinescope) in the CBS board room in New York, where President Frank Stanton and other officials watched their ubiquitous executive V. P. in action. It was in Mr. Ream's hands in Washington Tuesday morning.

And here is Mark Woods, ABC president, in action before the committee, with Mr. Ream in the background, and the court reporter alongside at the left. It was made the same way, by courtesy of CBS President Stanton.

The office of Earl C. Gammons, CBS Washington vice president, wanted to know whether he was attending the hearing, and called Bryson Rash, WMAL-TV executive handling the Petrillo Committee pickup. He focused the camera on Mr. Gammons, sitting three rows back, and provided the answer.

CHLO are call letters of new 1-kw station on 680 kc at St. Thomas, Ont. Licensee is J. Peterson, Canadian Army veteran. John Warden, formerly of CKPC Brantford, and CFPL London, is chief engineer. Station is expected on the air in March, transmitter being supplied by Northern Electric Co., Montreal.

Thayer Calls for Government Control of Overseas Program

"CONTROL of an international overseas information program for the U. S. should rest in the hands of the administration and ultimately, through constitutional procedures, in the hands of an administrative body and the people," according to Charles Thayer, chief of the International Broadcasting Division of the State Department.

Mr. Thayer, speaking on the "Voice of America" at a Yale Law School meeting in New Haven last week, said he believed private and small groups should participate in the program, as they have made "great contributions to the shortwave and broadcasting fields and have raised the level of information in this country." However, control should rest in the hands of the administration, he added.

He stressed the necessity of an international overseas program, "particularly at this time when radio broadcasting is such a powerful weapon."

Mr. Thayer pointed out that he believed private corporations' "domestic output is the fairest and most honest of any that one can find anywhere," but that in the international field a private corporation "cannot have at its disposal all the necessary information, either regarding conditions abroad, or the details of American policy, in as accurate a form as the government itself."

An overseas information service "must be subject to constant review in the press and radio," he declared, and "it is a function of our foreign relations that cannot be delegated to a private agency any more than we can delegate the operations of our Army or Navy."

NAB Sends Stations Guidance in Case Of AFM Strike, Threatened for Feb. 1

LIST of program suggestions was sent last week by NAB to stations for their guidance in event of an AFM strike Feb. 1. A five-page document, the suggestions were prepared by Harold Fair, director of the Program Dept., and his assistant, Ben Miller.

Two possible ways in which programs will be curtailed if the networks are struck, the document points out, are reduction in number of regular network offerings and elimination of some local programs.

NAB's suggestions, which do not go into detail, are designed to stimulate thinking within stations and to serve as a "jumping off place." Different types of programs are listed, with comment and suggestions, along with tips on use of recording facilities. Stations are advised to record programs for instantaneous use in sudden emergencies.

The concluding page describes transcribed public interest programs and sources of script material available from governmental and public service organizations.

Sigurd Larmon Warns Against Lowering Program Standards Under Competition

RADIO executives were warned last week by Sigurd S. Larmon, president of Young & Rubicam, against the temptation to lower program standards and forget public interest in the face of a predicted increase in competition among AM and FM stations.

Mr. Larmon represented advertising agencies when he, an advertiser and a research man gave members of the Radio Executives Club of New York an idea of what to expect in 1948. Robert Peare, vice president of General Electric Co., New York, spoke as an advertiser, and Elmo Roper represented the research field.

In warning the executives, Mr. Larmon said, "on a long range basis, your industry will be well advised to raise, rather than lower ethical standards, to screen program material and assure a sound balance between commercials and programs." He suggested a research program for the industry covering a true cross section of all listeners in order to check public attitude toward radio.

Mr. Peare expressed confidence that "one of the biggest and most interesting developments of 1948 will be in television—in television programming."

William Hedges, NBC vice president and REC president, presided at the meeting.

WABD's January Income Is $50,000

INCOME of WABD New York, key station of the Du Mont video network, rose from $6,000 for the month of June 1947 to more than $50,000 for the month of January 1948, Dr. Allen B. Du Mont, president, Allen B. Du Mont Laboratories, said Wednesday in an address before the Society of Security Analysts in New York.

Citing those figures as proof of the rapid recent increase in advertisers' interest in television, Dr. Du Mont predicted that video stations will have a much higher income than sound broadcasting stations, because there are fewer television stations and because the sight-and-sound combination of television will make it a more effective advertising medium.

PLANS ARE TENTATIVE FOR ZENITH SHOW

PLANS for Zenith Radio Corp.'s sponsorship of a new program, *Zenith Radio Newsreel*, on MBS beginning early in March still were in the tentative stage last week [BROADCASTING, Jan. 19]. Contrary to a trade report, proposed 52-week contract has not as yet been signed, according to C. C. Cummins, Zenith account executive at MacFarland, Aveyard & Co.

Series would open on a sustaining basis next month, Monday through Friday, 9:15-9:30 p.m. CST with Zenith and certain of its dealers and distributors in key cities beginning sponsorship in March. Spot news and wire-recorded pickups from approximately 65 cities having Mutual outlets would make up program's format. Key origination point probably would be New York.

Consummation of deal was not expected before Feb. 1.

New Grants Raise Video Total to 77

Authorizations to San Diego, Cincinnati and New Orleans

BOOSTING outstanding commercial television authorizations to 77, construction permits for three new video outlets were reported last Monday by FCC as having been granted Jan. 16.

Recipients of the new CPs:

San Diego, Calif., The Jack Gross Broadcasting Co. (KFMB, KFMB-FM)—Channel 8 (180-186 mc), power 20 kw visual and 20.2 kw aural, antenna 710 ft.

New Orleans, Stephens Broadcasting Co. Inc. (WDSU, WDSU-FM)—Channel 6 (82-88 mc), power 21 kw visual and 10.5 kw aural, antenna 350 ft.

Cincinnati, The Cincinnati Times-Star Co. [WKRC, WCTS (FM)]—Channel 11 (198-204 mc), power 23 kw visual and 12 kw aural, antenna 640 ft.

KFMB expects to invest $130,425 in its initial video plant, according to the application. Monthly operating cost was given as $4,000 with no estimate on revenue.

Cost of WDSU video plant is given as $150,000 with monthly operating cost set at $10,000. Monthly revenue is expected to be $5,000 by first half year, it was said.

The WKRC video outlet has set a commercial maximum of 80%. Initial cost is estimated at $287,575 while monthly operating cost is expected to be $18,975. Monthly revenue is estimated at $25,000 in application.

At Deadline ...

FOUR COMMERCIAL VIDEO APPLICATIONS FILED

FOUR more commercial television applications accepted for filing by FCC Friday with fifth request tendered. One request to withdraw application also pending.

Formally accepted were requests of following:

WKBN Broadcasting Co. (WKBN, WKBN-FM), Youngstown, Ohio—Channel 13 (210-216 mc), 21.6 kw visual, 11.4 kw aural.

United Broadcasting Corp., Pittsburgh—Channel 10 (192-198 mc), 31 kw visual, 16.3 kw aural.

New England Television Co., Springfield, Mass.—Channel 3 (60-66 mc), 18 kw visual, 9 kw aural.

New England Television Co., St. Louis—Channel 4 (66-72 mc), 20 kw visual, 10 kw aural.

Request for Channel 8 (180-186 mc) in Indianapolis filed by Thomas N. Dowd of Pierson & Ball, Washington, in behalf Indianapolis Broadcasting Co. (WIRE). Donroy Broadcasting Co., San Diego, Calif., which filed Dec. 26 for Channel 8, seeks dismissal of its request: competition, other factors cited.

WKBN plans $276,280 initial cost with first year operating expenses totaling $125,440.08 and revenue of $24,000. Channel 13 only facility available, also is sought by Vindicator Printing Co. which filed Dec. 30.

United Broadcasting, which also seeks Pittsburgh AM outlet on 1470 kc with 5 kw full-time, to spend $184,000 on TV plant. First year estimated operating cost: $180,000; revenue: $50,000. TV antenna to be on top Oliver Bldg. Three remaining TV channels also sought by five others now in hearing. Allen B. Du Mont Labs. Inc. holds CP for Channel 3 (WDTV).

New England Television has requests pending for seven cities in all (see early story page 18). Springfield and St. Louis outlets each to cost $169,250. Monthly operating costs estimated for each: $7,500; revenue: $8,500. Springfield request is first there. Channel 3 designated for Springfield and Holyoke. Four facilities still open in St. Louis. KSD-TV operates on Channel 5 (76-82 mc). No other application pending.

WIRE expects to invest $186,000 in video outlet. Five channels allocated to city. Wm. H. Block Co. holds CP for Channel 3 (WWHB). WFBM Inc. seeks Channel 6.

United Broadcasting Corp.—Principals: Richard J. Cook, publisher weekly Bulletin Index, Pennsylvania Construction Digest, president and 10%; John H. Harris, president, Harris Amusement Co., operating theatres in Pennsylvania and Ohio, vice president 10%; Austin E. Sigler, owner Allied Asphalt Co., secretary-treasurer 10%; Mead J. Mulvihill, attorney, director 10%; H. Sheldon Parker, and Nathan K. Parker, partners Kay, Richards & Co., stocks and bonds, 5% each; Daniel C. and Michael H. Parish, construction supply firms, 10% each; Thomas P. Johnson, attorney, 10%; Henry Oliver Rea, 16-2/3% owner WPOR Portland, Me., 10%; A. H. Burchfield Jr., vice president-general manager Joseph Horne Co., 10%.

Donroy withdrawal occasioned by grant of Channel 8 to KFMB Jan. 16 (see story page 89) and desire not to take open Channel 10. Channel 3 sought by Balboa Radio Corp. (KLIK). Retiring applicant composed of Don Roy and Don K. Hankey, auto rental agents.

LEVER TO START CONTEST

$100,000 CONTEST, with five $3,000 mink coats as top prizes, will be launched Feb. 2 by Lever Brothers Co., Cambridge, Mass., on four programs—*Lux Radio Theatre, My Friend Irma* and *Aunt Jenny*, all CBS, and *Amos 'n' Andy*, NBC. Weekly for five weeks contestants must tell in 25 words or less why they like any of six Lever products. Winners receive total of 329 prizes.

ARGUMENT IN WBAL CASE SLATED BEFORE COMR. HYDE

WBAL Baltimore's motion for continuance of hearing on its license-renewal application and Drew Pearson and Robert S. Allen's rival bid for WBAL's facilities (story, page 20) will be argued this morning (Monday) before FCC Comr. Rosel H. Hyde, presiding officer.

In short session Friday, Comr. Hyde refused to hear argument at that time since Pearson-Allen counsel, while agreeing to argument, insisted on usual four days to file written opposition to WBAL motion. With today originally set for resumption of hearing, Comr. Hyde said he would decide immediately after argument whether to grant motion and continue hearing or deny and proceed, and cautioned participants to come "prepared for either eventuality."

WBAL motion filed along with petition asking full Commission to withdraw Blue Book references to WBAL operation, in light of views expressed by Court of Appeals for District of Columbia [BROADCASTING, Jan. 19]. When hearing resumes, President C. B. McCabe of Hearst Radio, WBAL licensee, and possibly Mr. Allen of rival applicant are expected to be among first witnesses.

PRESIDENT TO RECEIVE 'VOICE' CONTEST WINNERS

FOUR WINNERS of $500 scholarships in "Voice of Democracy" contest co-sponsored by U. S. Junior Chamber of Commerce, NAB and RMA [BROADCASTING Jan. 19] will be received by President Truman, during four days of events including awards luncheon, radio show and tour of city, according to plans completed late Friday.

Luncheon, to be held at Statler Jan. 28, will feature Attorney General Tom Clark as speaker and Dr. John W. Studebaker, U. S. Commissioner of Education, as toastmaster. Mutual will pick up portion of ceremony, including presentation of awards to four girls by Mr. Clark.

JOHN BLAIR & CO. EXPANDING N. Y. OFFICES

JOHN BLAIR & Co. effective Feb. 1 moves New York offices to larger quarters, 22 E. 40th St. (Zone 16). Increased space needed, according to Mr. Blair, as result of growth of New York staff to seven account executives, station service manager and office personnel. Facilities provided for future expansion based on television and other advances. New space is double former site.

Five-year lease taken on offices, which are being rebuilt and redecorated and will be both air-conditioned and soundproofed. Private office arranged for use of visiting executives. Richard D. Buckley and William H. Weldon manage New York office.

FM REPS. OPENS N. Y. OFFICES

FM REPS Inc. whose organization as national representative firm handling FM stations exclusively was announced two months ago [BROADCASTING Nov. 17, 1947], has opened New York office at 17 East 48th St., telephone, Wickersham 2-1127. Number of clients in major markets claimed by firm.

Closed Circuit

(Continued from page 4)

ownership rule not applicable. Commiss has indicated it would wait until sixth F is granted before ruling on more.

LOUIS WASMER, owner of KGA Spoka who pioneered in commercial aviation as w as in radio, being urged to accept appointme to Civil Aeronautics Board which now h three vacancies. Mr. Wasmer, who was R publican candidate for Washington guberna torial nomination six years ago, is close pe sonal friend of Washington's present Dem cratic governor, Mon Wallgren, who is unde stood to have strongly endorsed his candida to President Truman, along with state R publican leadership.

RADIO AND NEWSPAPER interests i Winnipeg, Toronto and Montreal, understoo bidding for CKY Winnipeg, 15 kw station, b feeling is Canadian Broadcasting Corp. wi have its tender accepted. CBC believed t have offered $300,000 for station whose fr quency it is taking over July 1, when CK must move to 1080 kc from 990 kc, to mak way for CBW, new 50 kw transmitter. CB wants studios. *Winnipeg Tribune* understoo to be one of bidders. CKX Brandon, also u for sale under federal government ruling pro vincial governments must vacate commercia broadcasting field, understood to be eyed b *Brandon Sun*.

SALE OF *Harrisbury* (Pa.) *Telegraph* t Samuel I. Newhouse, publisher of *Newar Star-Ledger, Syracuse Journal* and other news papers in New York and New Jersey, does no involve transfer of WHP Inc., Harrisburg which continues under Stackpole family own ership and Abe Redmond management. Mr Newhouse recently purchased WSYR Syra cuse, subject to FCC approval, for $1,200,00 [BROADCASTING, Nov. 10, 1947].

AIR LINES in Philadelphia quietly soundin out stations including television to see if pro vision should be made at Philadelphia Airpor to set up facilities for crews to make pickup of important arrivals on beat or assignmen basis. Plan, if successful in Quaker City might be extended to other major airports.

BOTH WFAA Dallas and WBAP Fort Wort are frankly unhappy at confusing Hooper rat ing in anomalous situation whereby each sta tion shares two separate frequencies with sam call letters. Mutters of possible cancellatio have come from stations lately. Stations asser rating by call letter—instead of by frequencie alone—misleads or favors competitors sinc last year's FCC decision erasing jointly owned KGKO on 570 kc. *Dallas News* statio WFAA and *Fort Worth Star Telegra* WBAP alternate in sharing time on 820 an 570 kc., clear and regional, respectively.

WITHIN FEW WEEKS Radio Diffusio Francaise, French state-owned broadcastin system, will go commercial. To minimize crit cism by anti-foreign political elements, radi diffusion will accept, at first, only French pro ucts and sponsors but intends eventually t solicit business from abroad.

YANKEE NETWORK will ask FCC to shi one of two channnels now assigned to Har ford, Conn., to Bridgeport and will prompt file for Channel 10 in latter city, droppin pending Hartford application which is no in four-way hearing for two available assig ments scheduled for Feb. 16.

WLW Coverage

WLW Dominance

In four weeks WLW reaches 81.2% of the 3¼ million radio homes within this area . . .

With 175 stations heard within the area, WLW receives 19.3% of all listening to all stations

Look at the figures in that headline again.

They reveal the tremendous impact of The Nation's Station within the WLW Merchandise-Able Area, as shown by the Nielsen Radio Index for February-March, 1947.

During the four measured weeks of listening, WLW reached more than four-fifths—81.2%— of the 3¼ million radio homes within the area, between 6 AM and midnight. *That's coverage!*

During the same four weeks, a total of 175 stations received listening within the area, yet WLW received one-fifth—19.3%—of *all* listening to *all* stations. *That's dominance!*

How much did these homes listen? Taking all 3¼ million radio homes within the area, WLW received an average of 375 minutes of listening per home per week between 6 AM and midnight. But, among that 81.2% of the homes which were classified as WLW listeners, the average was 550 minutes of listening to WLW per home per week between 6 AM and midnight. *That's penetration!*

These are just a few of the vital facts revealed by this NRI study. For complete details—and for the figures on the 15 leading competitive stations —contact the WLW Sales Office in Cincinnati, New York or Chicago. On the West Coast, the Keenan & Eickelberg offices in Los Angeles, San Francisco, and Portland will be glad to serve you.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

CROSLEY BROADCASTING CORPORATION